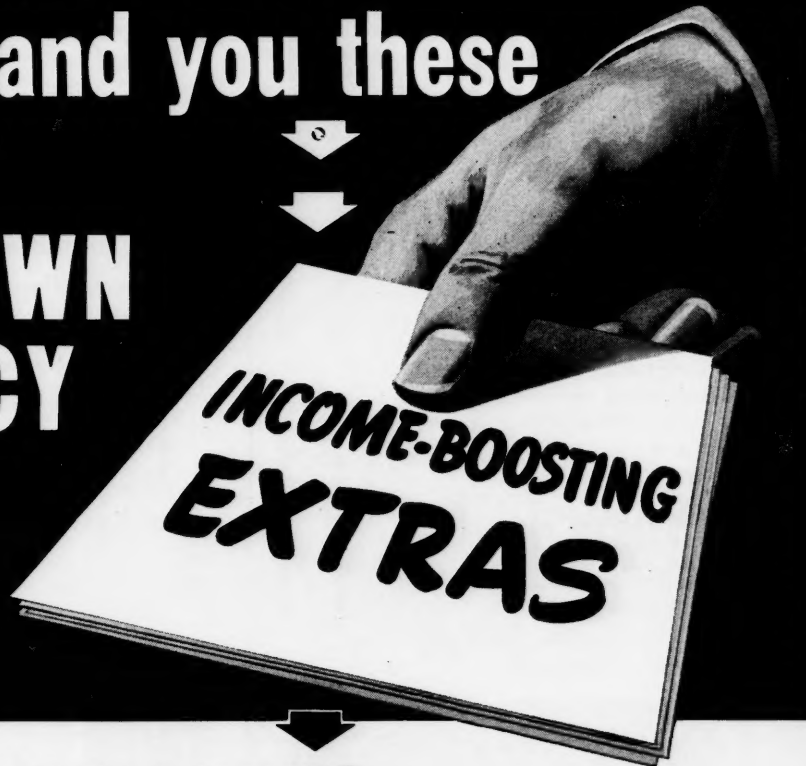


The NATIONAL UNDERWRITER

Life Insurance Edition

Let us hand you these
for
**YOUR OWN
AGENCY**



in our **AGENT-PLANNED** Prosperity Contract



Men who know *your* side of the picture — successful general agency men with years of experience on the firing line — have seen to it that the Prosperity Contract is geared to the needs of the men in the field. They helped plan and write it. They *knew how* to make it provide the kind of cooperation and support others need to build and maintain a really prosperous business. Find out for yourself how The Midland Mutual Prosperity Contract helps build a bigger, better, more profitable future! Write *today*.

The sure way to GET and KEEP good agents

Write RUSSELL S. MOORE, Manager of Agencies, for details
The MIDLAND MUTUAL Life Insurance Company

250 E. BROAD STREET, COLUMBUS 16, OHIO

- 1 Expense-Free Compensation
Compensation plan is separate from expense. Overwritings — 1st year and renewal — are yours!
- 2 Expense Allowance
Liberal expense formula, includes allowance to cover office and field expense.
- 3 Vested Overwriting Renewals
Easy-to-attain qualifications entitle you to your renewals whether you live, die or quit.
- 4 Direct Mail and Unique Sales Plans
Result-proved direct mail for prospecting, easy-to-sell package plans, and successful training programs make even new agents quick producers.
- 5 Aids to Getting and Holding Good Agents
Liberal first-year commissions . . . monthly expense allowances . . . extra first and second year renewals . . . continuing service fees . . . and an attractive retirement plan help you get and hold the best agents.

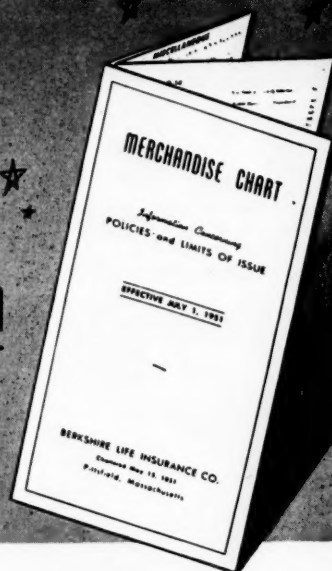
TERRITORIES OPEN

Agency opportunities are open in these states—

Pennsylvania	Ohio	Tennessee
New Jersey	Iowa	Kentucky
West Virginia	Indiana	Illinois
North Carolina	Michigan	California

FRIDAY, SEPTEMBER 14, 1951

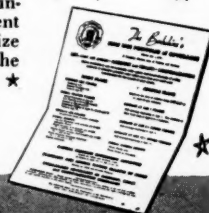
Bright Stars on the Sales Horizon

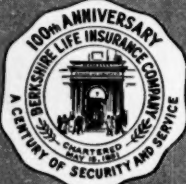


One hundred and eight to be exact. Berkshire Life's new "Merchandise Chart" catalogues the complete line of 108 Adult and Juvenile Plans, Riders and Coverages.

With this substantial increase in contracts Berkshire Life enters its second century of service and security with a more complete, more attractive line of modern "sales-producing" policies and coverages.

BROKERS AND SURPLUS WRITERS are invited to write to the nearest Berkshire General Agent for **FREE** copies of both the handy pocket-size Merchandise Chart and Portfolio which outline the many unusual sales opportunities. ★ ★ ★





BERKSHIRE

LIFE INSURANCE COMPANY

Life, Annuities, Accident & Health and Hospitalization

HARRISON L. AMBER, PRES.

PITTSFIELD, MASS. • A MUTUAL COMPANY • CHARTERED 1851

THE COUNTRY'S MOST FRIENDLY COMPANY OFFERS . . .

- Modern and attractive agent's and general agent's contracts to those looking for a permanent connection.
- Complete line of Life Insurance policy contracts from birth to age 65 with full death benefit from age 0 on juvenile policy contracts.
- Complete line of Accident and Health policy contracts with lifetime benefits.
- Individual Family Hospitalization contracts with surgical, medical and nurse benefits.
- Complete substandard facilities.
- Educational program for fieldman.

Strong, Progressive Company

Older than 85% of all legal reserve life insurance companies

COMPANY'S EXPANSION PROGRAM OFFERS

Openings in California, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio and Wisconsin

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. ASHBROOK, EXECUTIVE VICE PRESIDENT

NORTH AMERICAN BUILDING, CHICAGO 3, ILLINOIS

NUMBER ONE in a series of advertisements outlining advantages enjoyed by field underwriters of the Equitable Life of Iowa

SCREENED FOR SUCCESS

Field underwriters of the Equitable Life of Iowa are carefully screened to make sure that they have selected a field of endeavor for which they possess abilities and aptitudes conducive to success. The most scientific selection processes available are employed for this purpose in order that only those individuals clearly adapted to field underwriting will be accepted for training. In this way, the chances for successful careers are greatly enhanced for those who qualify for contracts with the Equitable of Iowa.



EQUITABLE Life Insurance Company OF IOWA

FOUNDED IN 1867 IN DES MOINES

\$10 Monthly Disability Income

important
Another "Philadelphia Story"

Philadelphia Life now issues \$10 Monthly Disability Income on all plans (ordinary life or higher). New, effective sales tools like this are "old" Philadelphia stories to Philadelphia Lifemen . . . it's the kind of home office help that every man expects and gets. Liberal contracts . . . cooperative underwriting . . . competitive rates . . . planned programs that get dotted line action, all mean vastly increased earnings for Philadelphia Lifemen. We're growing . . . because we work together.

PHILADELPHIA LIFE

INSURANCE COMPANY

PHILADELPHIA 7, PA. William Elliott, President

Nomin
John
NALU

Trust
Collin
Peter

John D.
Washingt
has been
committee
Underwrit
retary. If
is followe
the Los A
would me
president
As was
55, genera



J. D. Mo
California
for preside
48, agent
at New Y
for vice-pr
president

Currie W

At the
of N.A.L.
there wer
tary, all of
Leroy Gar
bury Park
manager o
Currie wi
in June, o
Osborne
Penn Mu
nated to
This is in
tom of ha
office from
also have
man, so
national h

Trustee C

Followin
picked by
chairman
Aetna Lif
Mrs. E
assistant
Baton Ro
of N.A.L.
Stanley
ropolitan
William
sistant ma
of Equita
Winston
England
currently
M. W.
agent of
lotte, N.
Harry J
(CO

Nominators Pick John Marsh for NALU Secretary

**Trustee Nominees: Bush,
Collins, Davidson, Emerick,
Peterson, Syphus, Zaiser**

John D. Marsh, 44, general agent at Washington for Lincoln National Life, has been chosen by the nominating committee of National Assn. of Life Underwriters as the candidate for secretary. If the tradition of recent years is followed, his election as secretary at the Los Angeles convention next week would mean that he would become president two years hence.

As was expected, Charles E. Cleeton, 55, general agent of Occidental Life of



J. D. Moynahan



C. E. Cleeton

California at Los Angeles, is nominated for president, and David B. Fluegelman, 48, agent of Northwestern Mutual Life at New York, is the committee's choice for vice-president. They have been vice-president and secretary, respectively.

Currie Withdrew

At the time of the midyear meeting of N.A.L.U. at Minneapolis last April, there were three candidates for secretary, all of them trustees: Mr. Marsh, F. Leroy Garrabrant, New York Life, Asbury Park, N. J., and Charles J. Currie, manager of Mutual Life at Atlanta. Mr. Currie withdrew from the race early in June, on the advice of his doctors.

Osborne Bethea, 50, general agent of Penn Mutual at New York, is nominated to succeed himself as treasurer. This is in line with the N.A.L.U. custom of having the treasurer continue in office from year to year. The custom is also have a treasurer a New York City man, so that he will be close to the national headquarters.

Trustee Candidates

Following are the trustee candidates picked by the nominating committee, chairman of which is H. Cochran Fisher, Aetna Life, Washington, D. C.:

Mrs. Eunice C. Bush, 44, agent and assistant manager of Mutual Life at Baton Rouge and currently a trustee of N.A.L.U.

Stanley C. Collins, 51, agent of Metropolitan Life at Buffalo, N. Y.

William D. Davidson, 40, agent, assistant manager and associate manager of Equitable Society in Chicago.

Winston Emerick, 56, agent of New England Mutual Life at Johnstown, Pa., currently a trustee of N.A.L.U.

M. W. Peterson, 51, agent and general agent of Lincoln National Life at Charlotte, N. C.

Harry J. Syphus, 47, general agent of

(CONTINUED ON PAGE 20)

McLAIN TELLS WHY

Statement on 213 Can't Be Made Now

NEW YORK — At a meeting of the steering subcommittee of the joint committee of Life Insurance Assn. of America and American Life Convention on section 213, the expense limitation section of the New York insurance law, the attention of the committee was called to several articles in one of the insurance publications dealing with the proposed revision of that section.

Speaking for the steering committee, Chairman James A. McLain, president of Guardian Life, emphasized that to date no public statement whatever concerning the nature or scope of recommendations adopted by the joint committee has been released.

"It has been the feeling of this committee from the outset," Mr. McLain stated, "that any such statement should be withheld until such time as the committee's recommendations are in final form and have been both discussed with the New York state insurance department and presented to the joint legislative committee on insurance rates and regulations of New York state, for whose consideration the recommendations are being formulated. Courtesy to the joint legislative committee and the superintendent of insurance demands that this policy be maintained."

Though the committee did not identify the insurance publication in its release, it was evidently referring to THE NATIONAL UNDERWRITER, which has run articles on the bill introduced in the 1951 New York legislature to substitute a new expense limitation section for the present section 213.

Valuation Subcommittee Meets Oct. 23-24 at N.Y.

NEW YORK—The subcommittee on valuation of securities of the National Assn. of Insurance Commissioners has scheduled a meeting at New York Oct. 23-24 to consider further the April report of the joint committee on valuation of assets of American Life Convention and Life Insurance Assn. of America. This is the report which contains the industry's recommendations for new security valuation methods.

At the April meeting the committee staff made its first report on new valuation procedures developed and suggested by its own enlarged staff. Industry reaction to that report was to have been submitted to N.A.I.A. by Sept. 1.

The committee will consider that reaction and will also discuss oil and gas production loans.

No General SS Rule on Retired Agents' Renewals

That no general ruling can be expected from Washington on the effect of renewal payments on the eligibility of retired life insurance agents to receive social security retirement benefits or on the liability of such renewals to social security tax was the general consensus at the meeting recently held at Chicago by the joint Life Insurance Assn.-American Life Convention committee that is considering this problem.

It appeared that each company facing this situation will have to chart its own course.

National Assn. of Life Underwriters and L.I.A.M.A. were also represented at the conference.

Daniel P. Cavanaugh, associate counsel of Aetna Life, is chairman of the committee.

President White of State Mutual Dies at Age 55

George Avery White, 55, president of State Mutual Life, died at Worcester Wednesday following an extended illness. In 1933, after a successful law career and while head of the Worcester County Trust Co., he was elected a director of State Mutual. In 1942 he was made president. During his administration the company's insurance in force doubled, the company entered the group field, and extended its field operations to all 48 states.



G. A. White

Active in community affairs, Mr. White served as vice-president and as campaign director of the community chest and vice-chairman of the cancer fund. He was a trustee of Williams College, of which he an alumnus, and a member of the college finance committee. He served on many directorates. He was a member of the executive committee of the American Banking Assn. during his banking career. He served on the executive committee of the Institute of Life Insurance and American Life Convention and was a director of the Life Insurance Assn. of America. He received his law degree from Harvard in 1922.

R. E. Imig Resigns Post at N.A.L.U. Headquarters

Richard E. Imig, director of association development of National Assn. of Life Underwriters for two years, has resigned because of business and personal reasons occasioned by illness of Mr. Imig's father.

Mr. Imig resigned as a trustee of N.A.L.U. in 1949 to step into the vacancy created when James E. Rutherford left to become a vice-

Richard E. Imig

president of Prudential. As acting executive vice-president, Mr. Imig directed and carried through the first leadership training schools that summer, and has since been in full charge of that activity. Since he was appointed director of association development, he has been responsible for headquarters activity centering around membership promotion, state and local association development, life insurance and trust councils, the committee of agents and other areas of work relating to the field man.

Mr. Imig held every elected office in his local and state association, culminating in his election as trustee at the Boston convention in 1947. He was able to volunteer his services as acting executive vice-president in 1949 because of having just completed 20 years of continuous work as an agent with the New York Life at Sheboygan, Wis., and having won the coveted "Senior Nylic." He had intended at that time to take a "sabbatical year" before deciding his future plans.

Shift to Offensive Will Put Stopper on Government: Randall

**Public Relations Role
Told at International
Claim Assn. Rally**

SPRING LAKE N. J.—It is not enough for private enterprise to put up a good defense against the constant encroachment of government; the only effective way to win the public's support is to grab the ball and run with it, said Jesse W. Randall, president of the Travelers companies, at the annual meeting of the International Claim Assn. here this week.



John W. Ayer

Recalling how football and baseball have captured the public's imagination by shifting from bulldog defensive tactics to brilliant offensives, Mr. Randall said that in recent years the state has taken the offensive and is trying to grab the ball from private industry.

Government Throwing Passes

"Government has been throwing passes all over the social gridiron and millions are loving the spectacle," he said. "Some of these passes are grounded, it is true, and some are intercepted, but does that discourage the planners of the welfare state? Not at all."

OFFICERS ELECTED

President — Ralph T. Heller, 2nd vice-president of Prudential.

Vice-president — Francis X. Reilly, assistant secretary Guardian Life.

Secretary (reelected)—L. L. Graham, vice-president Business Men's Assurance.

Treasurer (reelected)—F. L. Templeman, manager A. & H. department of Maryland Casualty.

Chairman executive committee — Frederick T. Bernhard, claim manager Home Life of New York.

New members of executive committee—Edwin Linthicum, manager life, accident and group claims department of Travelers; John McAlexander, assistant secretary Bankers National Life of New Jersey; L. L. Phelps, assistant secretary North American Life of Chicago; and, ex-officio as immediate past president, John W. Ayer, assistant secretary of New England Mutual.

They try and try again. In the meantime, it seems to me that private enterprise—and here I am not necessarily referring to insurance alone but to almost any American institution you can name—has been following a philosophy of 'holding the line.'

Private enterprise, said Mr. Randall, has the brains and courage and inventiveness "but we have got to get the ball again and take the offensive."

"We've got to regain the initiative, regain the prestige and public support we had before the philosophy of 'something for nothing' gained such tremendous popularity," he declared. Pri-

(CONTINUED ON PAGE 20)

Thore' Tells How Claim Men Can Aid in Fight on Government Encroachment

SPRING LAKE, N. J.—Claim men can make valuable contributions in the fight against government encroachment, said Eugene M. Thoré, general counsel of Life Insurance Assn. of America, at the annual meeting of the International Claim Assn.

"You have many opportunities to observe the end result of the insurance function," he pointed out. "You are in a position to appraise public acceptance of our service. Improvements in coverages may occur to you. If you can relate this experience to the encroachment problem, you will add to the store of knowledge that the business must constantly employ in order to meet the rapid changes in the demands of society. This responsibility is one that everyone in our business must share."



E. M. Thoré

Criticism Can Help

Mr. Thoré said that once in a while a criticism will bring to light some deficiencies in private insurance coverages and when this happens every effort must be made to adjust the coverages to meet the new demand.

"The new developments in our war clauses are conspicuous examples of how our concepts of coverage can change," he said. He recalled that during the last war most companies thought they could not insure service men beyond a "status" clause but it now appears that this view was entirely too restrictive and that the more liberal "results" clause is sound and workable.

"This about-face has helped us in Washington, because it demonstrates that life insurance companies are going the limit in an effort to provide maximum protection in wartime," he observed.

Revised Aviation Clause

"Last year we received criticisms that the usual aviation clause was too limited, since it excluded pilot coverage even in the home area. After investigation it was suggested to the business that a liberalization of the aviation clause be developed to provide coverage within the home area on an extra premium basis. Some companies are now issuing that form of aviation rider. In Washington we now have the answer for the officer in the Pentagon who claims he can't get coverage to pilot an army plane from Washington to Dayton and hence wants government insurance."

SALUTARY WARNING

There is always pressure to insure the lives of people in government service at government expense, Mr. Thoré said. Investigation usually shows that the criticism is without foundation and is simply propaganda for free or subsidized benefits. Recently a bill was introduced to provide government coverage for private planes carrying war supplies to Japan. Such insurance was necessary because private coverage was not available. But the bill also provided for government life insurance on the pilots and crew members. It was established that there was no sound basis for government's assuming these life risks, since there was private coverage available and it was the responsibility of the individual to buy such coverage.

Mr. Thoré pointed out that there are in Washington pressure groups sponsoring more government subsidized low-cost housing, increased social security

benefits, federal aid to education, a system of socialized medicine, improved farm price supports, and the like. The growth of these social programs is a salutary warning that government intervention in the field of private enterprise is booming, he said.

An essential first step in meeting these challenges is an understanding of the techniques employed by the advocates of encroachment, said Mr. Thoré. They seldom openly urge the legislation they want. It is often tucked away in an unrelated bill. Sometimes they ride piggy-back on some national emergency, such as war or depression.

Another technique is to take advantage of some disruption in the service performed by private enterprise. The defense production act of 1950, for example, defined contributions to pension and welfare plans as wages, thus bringing such contributions under wage controls. As a result, life companies have been unable to write new welfare plans since last Jan. 25, when the first freeze order was issued. The tripartite wage board cannot agree on a method for decontrolling such benefits. The labor members want no controls, the industry members favor strict controls and the turnover in public members on the board leaves their position difficult to determine.

Generated Larger SS Demands

"In the meantime, private insurance welfare service has been sterilized," he said. "This has generated a demand for larger social security benefits. Taking advantage of this breakdown in our services, the federal security has prepared a new benefit formula which

(CONTINUED ON PAGE 10)

340 to Get C.L.U. Awards Sept. 19

After reviewing experience credentials of the 380 candidates who completed the C.L.U. examinations this year and of 17 candidates who completed examinations in earlier years, the American College registration board has recommended award of the C.L.U. designation to 340 candidates and the certificate of proficiency to 18 candidates. They will be granted diplomas at the annual conferment at Los Angeles Sept. 19 in conjunction with a joint dinner meeting of American College and American Society of C.L.U.s.

As soon as the board receives information for remaining candidates who have completed all examinations, showing that the three-year experience requirement has been met, award of the diploma will be recommended.

Since the conferment is on a national basis and some successful candidates are unable to attend, the college encourages presentation of diplomas at meetings of local C.L.U. chapters.

Pa. Examinations Revised

HARRISBURG, PA. — Revision of examinations for agents so the applicants can "express individual thinking" has been announced by Commissioner Leslie. The former "yes-no" questions on the examination blanks are being expanded to include questions in the form of problems calling for written answers.

The department also has revised its examination schedule. Examinations for life and A. & H. licenses will be held at Philadelphia, Scranton, Johnstown and Erie the first Saturday of each month, and at Pittsburgh, Allentown, Williamsport and Harrisburg the third Saturday.

New Mutual Life Program Greatly Improves Position

Now Prepared to Attract Larger Volume of Quality Business

By KENNETH O. FORCE

HOUSTON—The significant and extensive changes dramatically announced here by executives of Mutual Life marked the conference as one of the most important the company has held in years or is likely to hold for a long time to come. The changes, greeted with spontaneous roars of approval by members of the Top and National Field clubs, greatly improve the company's competitive position, as will underwriting of accident and sickness coverages.

The secret of the new program had been closely guarded and came as a complete surprise to agents. The extent of the reductions in rates, the increases in guaranteed income under settlement options and the undertaking of A. & S. taken together with a revised "insured income" plan of selling, clearly indicate Mutual Life's intent to become a stronger factor in the business.

Not After Volume Per Se

Much emphasis was laid on the shorting up—the strengthened reserves and improved financial position of the company—accomplished since 1940 under the program launched by Lewis W. Douglas, now chairman, and his associates. It was also stressed by President Louis W. Dawson, Roger Hull, executive vice-president; Stanton G. Hale, vice-president and manager of agencies, and others, that the company is not altering its essential character as a company serving the life insurance needs of the individual. It is not beating the drum for volume per se. But there is no doubt it is going after more than it has been getting of well selected business and it believes it has the product and sales tools to do it.

Mutual Life's "insured income" merchandising method has been broadened and streamlined to cover more effectively those situations where there are single needs, as well as programming for multiple needs. Ward Phelps, assistant superintendent of agencies, demonstrated this material, assisted by E. C. Danford, superintendent of agency development. Richard B. Thompson, director of sales development, Daniel P. Cahill, director of field training, and others.

New Advertising Agency

Mutual starts off with its new insurance program and new merchandising method with a new advertising agency Benton & Bowles.

Insured income selling aims at getting quickly to an agreement on the specific problem of the prospect and then at establishing his needs with the order of their importance to him and at getting a commitment on what he can save. The agent then closes or terminates, planning to close on second interview. The program has been tested in the field and in 85% of the tests agents secured order of needs, such as cleanup, etc. In more than half the cases they secured commitments. Without this commitment agents got few sales.

The method is adapted for the all purpose, social security and saving-for-the-future approaches. Other tools, such as the new figuring book, have been sharpened up. Theme of the conference was "Nail That Sale", and the fact that Mutual

(CONTINUED ON PAGE 18)

The
COMMONWEALTH
Commentary

"Citizens Of No Mean City"

If you, a life underwriter, were to answer to yourself, your clients and prospects for the status of your profession, you would do well to take your reply from a scene in the Bible.

You will remember that when St. Paul was rescued from the mob in Jerusalem and was then being questioned by the centurion and the chief captain, he identified himself as "a citizen of no mean city".

In life insurance you are a member of that profession which not only has contributed more than any other to man's financial security, but has constantly assuaged the upheavals in our fluctuating economy. You can put your belief in your profession, because you are "citizens of no mean city".

MORE THAN A HALF BILLION DOLLARS
INSURANCE IN FORCE.

COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

36 COMPANY DINNERS

Many Home Office Executives to Attend N.A.I.U. Convention

There will be 35 company dinners next Thursday evening at Los Angeles in connection with the convention of the National Assn. of Life Underwriters, besides which Metropolitan Life is having a reception Thursday evening, and on Monday, a dinner in honor of John D. Moynahan, N.A.I.U. president, who is the company's manager at Berwyn, Ill.

Representing the Metropolitan home office will be Chairman Leroy A. Lincoln, Vice-presidents C. J. North, Henry North, Walter S. J. Shepherd, and Carl H. Kreder; Julius O. Klein, Wilbur W. Hartshorn, A. Rogers Maynard, Austin T. Schussler, superintendents of agencies; and Earl Tramm, administrative assistant.

Companies scheduled in the N.A.I.U. program as having dinners Thursday evening are Aetna Life, Bankers of Iowa, Beneficial, California-Western States, Connecticut Mutual, Equitable of Iowa, Equitable Society, Fidelity Mutual, General American, Great-West, Guardian, Home Life of New York, Jefferson Standard, John Hancock, Kansas City Life, Lincoln National, Massachusetts Mutual, Minnesota Mutual, Mutual Benefit Life, Mutual Life, National of Vermont, New England Mutual, New York Life, Northwestern Mutual, Northwestern National, Occidental of California, Pacific Mutual, Penn Mutual, Phoenix Mutual, Provident Mutual, Prudential, Reliance, State Mutual, Travelers, and Union Central.

Company Personnel to Attend

Inquiries by THE NATIONAL UNDERWRITER as to who would be on hand from the home offices at these dinners elicited the following responses up to press time:

Bankers of Iowa—W. F. Winterble, agency vice-president, and M. E. Lewis, superintendent of agencies.

Beneficial Life—George J. Cannon, executive vice-president; Virgil H. Smith, vice-president; Clyde J. Summerhays, vice-president and director of agencies; George I. Cannon, agency secretary, Martin L. Robinette, and D. J. Hill, field supervisors.

Connecticut Mutual—Vincent B. Coffin, senior vice-president.

Equitable of Iowa—Ray E. Fuller, agency vice-president; A. Scott Anderson, agency secretary, and C. O. DuBois, assistant superintendent of agencies.

Fidelity Mutual—Lawrence J. Doolin, manager of agencies.

Guardian—Frank F. Weidenborner, agency vice-president.

Great-West—D. E. Kilgour, assistant general manager and director of agencies.

Home Life of New York—William P. Worthington, executive vice-president.

John Hancock—R. Radcliffe Massey, vice-president; Frank B. Maher and George Vinsonhaler, 2nd vice-presidents; and Arthur H. Dalzell, coordinator of sales promotion.

Kansas City Life—C. W. Arnold, vice-president and superintendent of agencies, and Bush W. Hensley, division supervisor in the field training department.

Massachusetts Mutual—Charles H. Schaaff, vice-president; Wrayburn M. Benton, 2nd vice-president; and Robert J. Ardison, director of field service.

Minnesota Mutual—Harold J. Cummings, president, and Alan D. Harmer, superintendent of agencies.

Lincoln National—H. J. Shaffer, 2nd vice-president and manager of agencies; A. A. McFall, superintendent of agencies.

Mutual Benefit Life—Richard E. Pille, vice-president in charge of agencies; John D. Brundage, director of agencies, and Miss Mildred F. Stone, director of policyowner services.

National Life of Vermont—Karl G. Gumm, superintendent of agencies.

New York Life—Walter Weissinger, agency vice-president; and Harold Holley, training supervisor.

Northwestern Mutual—Grant L. Hill, vice-president and director of agencies, and Roe Walker, assistant director of agencies.

Pacific Mutual—President Asa V. Call, company officers, and members of the home office agency department.

Penn Mutual—Malcolm Adam, president; Herbert Adam, D. Bobb Slattery, and Wallis Boileau, Jr., vice-presidents, and Urban F. Quirk, assistant vice-president.

Phoenix Mutual—D. Gordon Hunter, vice-president and agency manager.

Provident Mutual—James H. Cowles, agency vice-president; Joe B. Long, manager of agencies; C. Sumner Davis, director of agency department administration; Ralph W. Tipping, assistant manager of agencies and William F. Sessoms of the agency department.

Prudential (Newark home office)—Vice-president Sayre MacLeod and Rear Admiral Gerald A. Eubank, special assistant to the president.

State Mutual—Robert H. Denny, vice-president and superintendent of agencies; and George Paul Smith, agency secretary.

Travelers—Rice L. Pendleton, assistant superintendent of agencies.

Union Central—Harold P. Winter, assistant vice-president.

N. C. Chief Deputy Resigns

Wofford Humphries, chief deputy insurance commissioner of North Carolina for nine years, is resigning effective Oct. 1 to enter private business. He has not announced his future plans.

Phoenix Mutual Announces Higher Commission Scale

Phoenix Mutual Life has announced a new compensation plan for agents, to be known as the progressive career franchise.

The franchise provides a moderate increase in first year commissions plus a new scale of renewal commissions. Under the principal forms of policies, the return to the agent for renewal commissions has been extensively increased so that it now approximates the return from first year commissions.

The plan also has more liberal vesting provisions. If an agent has had nine years of service with the company and his contract is terminated for any reason other than death, all business issued under the new contract will be vested for the remainder of the first six renewals. If an agent has had 15 years of service, his vested interest on such business extends for the full nine years.

The plan provides payment of 2% for each year beyond the last earned renewal on all principal premiums from an agent's own policyholders. In addition to payment on business issued hereafter immediate payment will be made on all such policies now in force beyond the renewal period. This plan will replace the service fee system. Service fees, however, will continue to be paid over a period of not more than 10 years to agents with less than 20 years' service.

The company's pension plan has been broadened. Credits for retirement will now cover renewals and persistency pay-off from the first such payments received by a new agent. Benefits also are now integrated with social security.

Chicago Council of Field Underwriters at a meeting Oct. 4 will hear reports of the convention at Los Angeles of National Assn. of Life Underwriters.

H. & A. Conference Plans Nine Topical, Regional Meetings

Nine topical and regional meetings in addition to the annual meeting will be held by H. & A. Underwriters Conference this year. The first regional meeting will be at Des Moines Oct. 15, with Robert A. Brown, president Inter-State Assurance, as chairman. The Milwaukee regional is scheduled for Nov. 19. W. J. Moore, secretary of Old Line Life, will be chairman. The regional meeting for eastern company members will be held Dec. 10 at New York City. A. E. Bowman, assistant secretary of American, will act as chairman. The Indianapolis regional is scheduled for Jan. 28 under the chairmanship of Maurice Donnelly, secretary of Indiana Travelers, and the southwest regional March 3 at Dallas, with C. C. Yost, vice-president of Reserve Life, as chairman.

The conference underwriting forum, sponsored by the underwriting committee of the conference, will be held at Edgewater Beach Hotel, Chicago, Nov. 7. E. F. Brewer, assistant secretary of Republic National Life, is program chairman for that meeting. J. M. Wickman, secretary North American Life & Casualty, is chairman of the underwriting committee.

Group, Hospital, Medical Forums

The annual group insurance meeting, presented by the group insurance committee of the conference, Darrell O. Smith, vice-president of American Casualty, chairman, has been scheduled for Feb. 19-20 at the Drake hotel, Chicago.

It will be preceded by a one-day forum on hospital and medical insurance, sponsored by the hospital and medical insurance committees, with Don Hodder, assistant secretary Woodmen Accident, and Howard LeClair, vice-president Mutual Benefit H. & A., chairmen of the two committees.

The 1952 annual meeting of the conference is scheduled for the Cosmopolitan Hotel, Denver, May 26-28. G. A. L'Estrange, vice-president United American Life, is chairman of the convention committee.

Assn. Managers to Gather During Los Angeles Rally

Executive secretaries of local life underwriter associations will meet Sept. 20 at Los Angeles during the annual convention of the National association that will take place there Sept. 17-21.

Joint chairmen are Mrs. Irene McKay, Austin, Tex., and Jack R. Manning, New York City. The importance of daily public relation activities within state and local associations will be a major topic and ideas relative to administrative and financial procedure will be exchanged. Morning speakers are Albert V. Weigel, executive secretary of Southern California Business Men's Assn. at Los Angeles; H. Dixon Trueblood, director of advertising of Occidental Life of California; Mrs. McKay and Mr. Manning.

Richard E. Imig, director of association development, and Miss Eleanor Dowling, administrative assistant to the executive vice-president, both of the National association, will address the afternoon session.

Features P.M.'s Financing

In a recent feature story, Los Angeles Herald & Express commented on industrial projects in the city's central manufacturing district financed by Pacific Mutual Life.

The story emphasized the extent to which life insurance money today is being invested in industry. The industrial area treated in the article encompasses only some 3,000 acres within Los Angeles, yet in this section alone Pacific Mutual has some 16 separate investment projects, embracing widely diversified activities.

Pig's a Hero

It seems that Uncle Sam's Treasury Department is worrying about pigs. The Mint estimates that there are 17 billion pennies in the possession of the public. Some are hidden away at home. As long as we can remember, piggy banks have been swallowing up pennies and saving them for many good uses. But it seems that there are now too many pennies kept out of use. As a consequence, there is an acute shortage of coins and the Mint wishes people would raid their piggy banks and put the pennies back in circulation.

If every American family would put ten pennies back in circulation the Government would save over 1,200 tons of scarce copper and five months' production time. Working overtime during July, the Mint minted over 74 million pennies and was still behind schedule. 100 pennies can be shaken out of a bank to exchange for a piece of folding money and then the pig's a hero.

Three guesses on what to do with the paper money. One guess is to buy Defense Bonds. Another guess is to buy insurance. When the pig's a hero it kicks inflation, and nobody loses.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

Much Claim Litigation Wasted or Harmful, Booth Asserts

Vincent V. R. Booth, counsel of New England Mutual Life, addressing International Claim Assn. at Spring Lake, N. J., this week suggested that the time has come when litigation on many claims might be better avoided when the outcome is almost a foregone conclusion. In many such cases not only will the cause be lost, he said, but there will be the inevitable expense and engendering of ill will, which does no good to the life insurance industry.

Mr. Booth opened his talk by relating a number of cases in several jurisdictions that he has studied involving life and A. & H. policies. The companies won more than half, the percentage being higher for the life insurers. However, there is a predilection on the part of the judge and jury to favor the policyholder. The very size of the life insurance business makes it a target for criticism and some degree of distrust. Mr. Booth said in his opinion it is "unwise to add fuel to a fire, now happily well under control, by a program and policy of millions for defense and not one cent for tribute. Large sums are expended annually for advertising to promote the cause of life insurance. Much of this expenditure may be wasted and the good will thereby created lost if the companies do not exercise care and restraint in formulating claim practices. It seems possible that there has been a tendency to deny liability and resort to litigation when the interests of the industry as a whole would have been better served by the exercise of a sounder judgment."

Policy Amount Relationship

Mr. Booth added that some thought should properly be given to the relationship between the amount of the policy and the cost of litigation. He mentioned a case involving the question of accident vs. disease on a \$1,000 policy. The jury found for the insured and gave judgment for \$1,000 plus \$500 for the plaintiff's attorney's fees, \$100 penalty for vexatious refusal to pay and \$78 interest. On appeal a judgment was entered for the face amount of the policy, but Mr. Booth said that one cannot avoid speculating concerning the expense to the company and its policyholders of a protracted trial, involving expert medical testimony, and an appeal. "If a matter of principle were involved or if the company were defending against some bare-faced attempt at fraud, the litigation might well be justified," he said, "but the factual issue involved was a difficult question of causation and the chances of success must have appeared slight from the very beginning."

Gain Only Pyrrhic Victory

Even when the company prevails, it may have garnered only a Pyrrhic victory. Mr. Booth said that if the ultimate test of the wisdom of litigation is the over-all effect on the business as a whole, a reluctant decision of a hostile court is not the hallmark of success. As a case in point he mentioned a claim for total disability. The monthly income provided was \$29.17. Payments had been made for 12 years when the company discovered the insured was again employed. The medical testimony established that the insured should not have worked but he had demonstrated his ability to stand the strain despite the detrimental effect on his health. The court pointed out that his physical condition was probably no better than many other insureds who had received benefits for total disability, but this insured could not live and support his family on \$29.17 a month. At the risk of shortening his life and against the advice of his doctor he had gone to work. Recognizing that the result was harsh, the court reluctantly held that the insured had forfeited his right to receive benefits and must repay \$1,166 which he had received during his employment. "Such

cases do not aid the cause of life insurance," Mr. Booth remarked.

Mentioning a war clause case won by the company, Mr. Booth declared the court commented that the degree of over-protection which the companies give themselves engenders disposition to find problems in interpretation of policies in order to overcome what would otherwise be the plain meaning of carefully selected language.

In outlining recommended procedures for claims, Mr. Booth said it is essential that there be an adequate investigation of the facts before a decision on the claim is made. The average report, even of the most reliable investigating agency, may leave something to be desired. No trial lawyer would be content, in his preparation for trial, to rely exclusively on these reports. Every effort should be made to obtain reliable and complete information.

Examine the Law

It is likewise imperative that there be a careful examination of the law. The results may vary in the same court, depending upon whether local law or that of some other jurisdiction is to be applied. It is necessary to determine the jurisdiction whose laws and regulations are to govern, and this step should be followed by a study of the decisions in that jurisdiction.

The committee, Mr. Booth said, should conduct its deliberations with some degree of sympathy and understanding and should be prepared to make some allowance for human frailty. What appears in cold type to be a plot to defraud may be nothing more reprehensible than an unintentional mistake or an error of judgment.

Ordinary common sense dictates that the probability of success in the courts be considered, giving frank recognition to the established propensity of juries and the apparent frailty of judges. The cost of litigation should not be overlooked and this item of expense cannot be divorced from the realities of existing inflationary economic conditions. The committee may be influenced by the fact that some cardinal principle of policy construction is involved which will establish an important precedent. It will not be unwise to give some thought to the effect of an adverse decision on claims which may arise in the future, not only against the company itself but against other companies as well. There is nothing immoral or unethical in avoiding a clear-cut decision in some cases, particularly when it is apparent that the cards are stacked. There may be an opportunity to fight another day under more favorable skies. Finally, he warned, the committee should not be unmindful of the cumulative effect of mass litigation on the public's attitude toward the insurance business.

Allow Some Doubtful Cases

In the light of all these factors the decision may be reached that the claim should be allowed, despite lingering doubts concerning its validity. If a contrary decision is indicated, a terse note to the general agent, through whose office the claim has been submitted, announcing a denial of liability, is not an adequate method. It is possible that the agency will do no more than to transmit a copy of the declaration to the claimant. A company which follows this practice can be assured of trouble, Mr. Booth said. Whenever possible a communication should be addressed directly to the claimant, although it may be routed through the agency. The letter should state clearly and frankly the basis of the company's decision. It would be wise to make clear that the company is willing to consider any other evidence the claimant may wish to submit. In particularly difficult situations, it will not be out of order to suggest a personal interview by the claimant or his attorney with some

member of the home office law department. Such an interview may result in the disclosure of pertinent evidence with the result that, upon reconsideration, the claim is allowed. Is it not better he asked, that the company be apprised of the true situation as a result of such an interview, rather than to learn it when the trial lawyer engaged by the company explains why he has lost the case?

May Negotiate Claim

If the interview does not produce additional information resulting in an allowance of the claim, it may afford an opportunity for negotiations which will culminate in a satisfactory compromise. Such settlements may be desirable from the point of view of simple mathematics. Most life insurance beneficiaries and their attorneys appreciate a sincere desire on the part of the company to avoid litigation.

Strict adherence to such practices should lead to at least a partial dissipation of the feeling that life insurance companies are soul-less giants bent on oppressing the lowly individual.

At the present time New England Mutual has only one contested claim case pending in the courts, Mr. Booth said. The annual statement for 1930 discloses disbursements for counsel fees in connection with contested claim cases amounting to \$290. During that same period eleven contested claims were settled at an average figure of approximately 37%.

"Such a record may be damned with the faint praise of a 'liberal' claim policy," he noted. This does not mean, however, that all claims should be allowed regardless of the facts and the law.

Marks Pays for \$3½ Million in First Seven Months of '31

David Marks, Jr., general agent of New England Mutual in New York City, personally paid for more than \$3½ million of life insurance, exclusive of group, in all companies for the first seven months in 1931. He has to his credit nine consecutive years as a life and qualifying member of the Million Dollar Round Table and has already qualified for his 10th year.

Mr. Marks is now on the Pacific Coast for a combined business and pleasure trip. While there he will attend the annual convention of N.A.L.U. at Los Angeles and that of the M.D.R.T. in Coronado. Mr. Marks is a member of the N.A.L.U. nominating committee, its law and legislation committee, and of the committee on cooperation with attorneys. This is the ninth consecutive year he has attended the M.D.R.T. conference.

Early this year, Mr. Marks became sole general agent of the former Freid & Marks agency at 17 East 42nd St. So far in 1931 the agency has averaged better than \$1 million a month of paid-for business. Mr. Marks expects that 1931 will be the biggest year in the agency's history. He has had an average personal production of \$5 million a year for the past 10 years, excluding group. A specialist in pension trust and business insurance, he is always in demand as a speaker on these subjects before legal, accounting and insurance groups.

L. A. Study Dates Set

Under auspices of the University of Southern California, Los Angeles C.L.U. chapter will open study classes Sept. 17 for part A; Sept. 19 for part C, and Sept. 20 for part D. Classes will meet weekly, with the course divided into two semesters.

Mervyn Davis Heads Equitable Society Medical Division

Equitable Society has placed its medical department under the supervision of Executive Vice-president Mervyn Davis. This will be in addition to Mr. Davis' duties as head of the underwriting department. Dr. Edgar W. Beckwith has been appointed medical director. He was formerly medical director, underwriting, Dr. H. E. Ungerleider, formerly medical director, research, has been appointed director of the new department of medical research affecting life insurance group, casualty coverages, industrial medicine, the diagnostic and chemical laboratories and public health affairs.

Dr. B. C. Syverson becomes associate medical director for the southern department; Dr. R. B. Cleveland associate medical director for the western department, and Dr. N. A. Sullo associate medical director of the New York Metropolitan department. Associate Medical Directors W. H. Reynolds and George Goodkin, whose appointments were announced in July, will serve the central department and eastern department, respectively.

Dr. Beckwith, a graduate of New York University, received his medical degree there in 1913. He has been with the company since 1917 except for army service in the first world war. Dr. Ungerleider joined Equitable in 1926 as medical examiner at Philadelphia, going to the home office in 1929. Dr. Syverson received his medical degree from University of Illinois in 1919 and joined the company in 1920 at Chicago following service in the first world war. In 1925 he became medical referee at Philadelphia and in 1927 went to the home office medical staff as assistant medical director.

Dr. Cleveland joined Equitable in 1927 as a medical examiner in Philadelphia, becoming medical referee at San Francisco in 1947 and going to the home office two years later. Last year he became assistant medical director. He received his degree from Jefferson Medical College in 1925. He served in the army medical corps in the last world war.

Dr. Sullo joined Equitable in 1929 as the home office, becoming medical supervisor in 1934 and assistant medical director in 1945. He received his medical degree from Columbia University. He served in the army medical corps in the first world war.

Dr. Beckwith, a graduate of New York University, received his medical degree there in 1913. He has been with the company since 1917 except for army service in the first world war. Dr. Ungerleider joined Equitable in 1926 as medical examiner at Philadelphia, going to the home office in 1929. Dr. Syverson received his medical degree from University of Illinois in 1919 and joined the company in 1920 at Chicago following service in the first world war. In 1925 he became medical referee at Philadelphia and in 1927 went to the home office medical staff as assistant medical director.

Hooper-Holmes Bureau Completes Suburban Move

Hooper-Holmes Bureau has begun operations at its new home office building at Morristown, N. J. Here are the executive and general sales offices, accounting, tabulating, duplicating and systems departments and casualty index.

Remaining at New York are the New York service office, eastern division operating headquarters, New York division sales headquarters, New York sales office, and the market research division. J. C. King, executive vice-president, will maintain offices both at Morristown and New York, but will spend most of his time at New York.

The new building has a two-story center section and a one-story wing on either side; it contains a self-servicing lunch room in the basement; water, heating, ventilation, and air conditioning system, wired music and central address system.



Mervyn Davis



David Marks, Jr.

Fewer conventionized problems than to a seniority in disputed issues, and so topics to be strictly mu the suggest of Illinois Sullivan of National Association in Mr. Sullivan

"It seems expecting a participation commission serve as a senator both wrote, refer in attending twelve convoluted departmental tee, he won that department make record meeting.

Seniority

Mr. Day priate per locomotive lieve it is trying to gr idly changi ness of comp pend large activity of mittee. I maximum facilities of specialized

Comment

van's state participation cause of the representati that he see tendance in making ther issues to be

"I do this dustry shou solely to co convention to transact h companies went. One o itably a h sioner. Yet it was mad the many pe lobby with talk about a for their co much better through the when one i hotel lobby.

Discussions

in executive "A voice vo with a pred representative place at Sw factory."

Entertainment

As to the Los Angeles tions, Mr. D in bounds ex sity for "a extraneous banquet."

"My own while by far insurance d companies, function in the industry ment of agr farmers and

Day Offers Ideas for Easing Burden of NAIC Activities

Fewer committee meetings between convention sessions, assigning of specialized problems to one department rather than to a subcommittee, disregarding of seniority in N.A.I.C. work, balloting on disputed issues only in executive session, and screening of convention agenda topics to limit them to those involving strictly multi-state problems are among the suggestions made by Director Day of Illinois in a letter to Commissioner Sullivan of Kansas, president of the National Assn. of Insurance Commissioners in response to a letter sent by Mr. Sullivan to all the commissioners.

"It seems to me that a system of expecting active and fairly continuous participation in joint activity with other commissioners is like asking a man to serve as governor and United States senator both at the same time," Mr. Day wrote, referring to the time consumed in attending committee meetings between conventions. Suggesting that specialized problems be assigned to one department rather than to a subcommittee, he would let the commissioner of that department prepare a report and make recommendations at the national meeting.

Seniority "Not Appropriate"

Mr. Day said that "seniority is appropriate perhaps for a lodge or among locomotive engineers but I do not believe it is in an organization which is trying to grapple with complex and rapidly changing problems. The effectiveness of committees must inevitably depend largely upon the interest and activity of the chairman of the committee. It seems only appropriate that maximum use should be made of the facilities of the departments which have specialized staffs available."

Commenting on Commissioner Sullivan's statement that present conventions are an unsatisfactory vehicle for participation in N.A.I.C. activities because of the large number of industry representatives on hand, Mr. Day said that he sees no objection to their attendance in any number they wish and making themselves heard on any of the issues to be considered. But he added: "I do think that members of the industry should come to the conventions solely to observe or to speak before convention meetings and not in order to transact business as to their individual companies with the commissioners present. One of these conventions is inevitably a hectic affair for a commissioner. Yet at Swampscott, for example, it was made much more so for me by the many people who stopped me in the lobby with the best of intentions to talk about a license or a rating problem for their company. These things are much better handled by correspondence through the proper channels rather than when one is trying to pass through a hotel lobby."

Discussing voting on disputed issues in executive session, Mr. Day wrote: "A voice vote on a controversial issue, with a predominant number of industry representatives present, such as took place at Swampscott, is highly unsatisfactory."

Entertainment "Within Bounds"

As to the entertainment aspect of the Los Angeles and Swampscott conventions, Mr. Day felt it was entirely within bounds except that he saw no necessity for "a principal speaker on an extraneous subject at the convention banquet."

"My own feeling," he said, "is that while by far the primary function of an insurance department is to supervise companies, we also have a very real function in encouraging and assisting the industry, just as our state department of agriculture works closely with farmers and our state department of

labor works closely with labor groups. I think that a great deal that is in the public interest is to be gained by acquaintance with the leaders in the industry and the conventions provide an opportunity for doing this.

"For my own part, I feel that the industry should likewise be very active in each state in trying to achieve an independent, adequately financed, adequately staffed insurance department. It may well be that some elements in the industry may not want strong insurance departments but it strikes me that this point of view is short-sighted."

Mr. Day also expressed the belief that the assistant secretary's office could be of great assistance as a clearing house of information as to what has largely been studied by the association or by the individual departments. There should be, he said, a well done topical index of past association proceedings and a library of the pamphlets and other material available on particular subjects. He mentioned that when starting out on the problem of sales of insurance on military bases, information as to what had already been done on this subject would have been extremely helpful.

Group Life Minimum Now 25 Lives in Every State

Effective Sept. 11, the minimum size requirement for group life insurance in Ohio was reduced from 50 lives to 25. With this change in the Ohio law becoming operative, the minimum size requirement for group life insurance in all states is 25 lives.

Troy Harrell, Big Spring, Tex., has been appointed general agent for Southern National of San Antonio.



"WE LANDED ON SECURITY ISLAND"

says Mrs. O. A. Rogstad
Minneapolis, Minn.

"Though jobs were plentiful in 1944, during World War II days, we knew that at the war's end, many of the younger men would be returning, leaving no place for an older man.

"Many of our evenings were spent discussing the situation. It was beginning to discourage us both, but Ole had that inborn Norwegian spirit of determination. An ad in the paper proved to be our 'lucky find.' Ole replied in person, but when he returned saying that it was insurance work we were both a little hesitant. Could he do that type of selling? It was true, Ole had been a salesman previously but this was an entirely different line of work.

"But again and again Ole would return to Paul Williams' office, General Agent for the Minnesota Mutual. He was definitely attracted by the idea of helping a great many people find security and also saw in this job the perfect means for establishing OUR future.

"This factor plus meeting the grand group of men in Paul Williams' office (who now call him 'the kid') convinced Ole to try it. We were soon convinced that it wasn't a 'shot in the dark' after all, but truly the right move for us. With the help of Minnesota Mutual's Organized Sales Plan and their marvelous sales tools, Ole has really made a success of his insurance career.

"Never before have we been so sure of ourselves. With our feet planted firmly on the ground, but with our heads in the clouds, Ole and I are looking forward to many more years of complete happiness with The Minnesota Mutual Life Insurance Company."

Ole Rogstad joined forces with the Minnesota Mutual in December 1944. In 1945, without previous life insurance selling experience, his paid business totalled \$155,270. He is a member of the Company's "M" Club for persistency, having a 78.7 renewal ratio. Ole's success is due to the Organized Sales Plan with the amazing, revised Success-O-Graph*, used exclusively by many Minnesota Mutuals.

*reg. U. S. trademark

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
Saint Paul 1, Minnesota

I want to know how O. A. Rogstad does it. I may be interested. No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____

The Minnesota Mutual Life Insurance Company

SAINT PAUL 1, MINNESOTA

Organized 1880

GROWTH IS EMPHASIZED

New England Mutual Leaders Meet in Canadian Northwest

"The life insurance business is one of the strongest bulwarks of the free enterprise system, and as such faces ever-increasing obligations to its policyholders and to society at large," O. Kelley Anderson, president of New England Mutual, told more than 750 leading agents and their wives at the company's national convention at Jasper Park Lodge in Alberta, Canada.

"In the past decades life insurance has grown tremendously. The present importance of the industry in the national economy and its prospects of continued rapid growth impose on us the obligation to see that insurance funds and insurance services are available to serve the best interests of the individual and business. It is our responsibility," Mr. Anderson continued, "to do as effective a job as possible in making the public appreciate the advantage of life insurance under capitalism and the principle of business by free choice and in pub-

licizing the manner in which the policyholders' life insurance dollars are working for the good of the country.

Expanding Operations, Service

"The management of the New England Mutual is confident that the extraordinary increase in the rate of purchase of life insurance in the past five years will continue, and it is expressing its confidence by expansion of the company's agency operations and by extension of the company's services to wider markets."

Further evidences of New England Mutual's progressive outlook, Mr. Anderson pointed out, are the expansion of age limits to ages 0 to 70, increased limits of insurance to individual policyholders, liberalization of underwriting practices, the establishment of hospital, surgical and group life benefits for field men, and the further development of home office training courses and re-

gional advanced underwriting clinics. The delegates arrived at the Jasper Lodge in two groups, the eastern group occupying the resort the first three days, and the western group for the remainder of the week.

Referring to the "invasion" of Canada by New England Mutual, Chairman George Willard Smith said that "this meeting of this United States company in Canada has special significance in these times. One of the bright spots in history is the extremely friendly relationship which exists between the two countries."

In-force Doubled in 13 Years

Mr. Smith recalled the last convention which the company had held in Canada, at Banff in 1938. "At that time," he said, "we were commemorating the



George W. Smith



O. K. Anderson

fact that \$1.5 billion of insurance was in force in the New England Mutual. Now, 13 years later, we are celebrating the passing of a milestone which is twice as far along the road of progress, the achievement of \$3 billion of insurance in force."

Vice-president George L. Hunt, who was chairman of the first part of the business meetings for both groups, underlined the achievement of the company's field force in maintaining in the first seven months of 1951 a sales average 30% above last year, while the industry as a whole is only 5% ahead in ordinary sales. Mr. Hunt laid stress on the sense of responsibility to the public which has become a distinguishing mark of the life underwriter, and emphasized the opportunity which every life insurance agent has as the outstanding business man in his community, with the means to guide men into sound economic thinking and to secure the financial future for them and their families.

Home Office Activities Outlined

The program for the business meetings consisted of a panel discussion in which nine officers and department managers from the home office reported on activities in their respective fields. Homer C. Chaney, director of agencies, introduced the speakers.

A 10-minute slice of a typical day in the home office underwriting department was illustrated by Doane Arnold, assistant secretary and manager of the underwriting department, whose dramatization demonstrated some of the reasons behind many of the "do's" and "don'ts" in connection with underwriting practices in the field.

Charles F. Collins, agency secretary, reviewed the latest agency department activities designed to aid and supplement the efforts of the field men, with particular emphasis on the home office training courses, the regional advanced underwriting clinics, which were enthusiastically received and the "What Is a Boy?" and "What Is a Girl?" essays which have achieved nationwide popularity.

Some hints on the appointment and use of medical examiners, as well as information on present trends in medical selection, were given by Dr. Harold M. Frost, medical director.

Robert J. Lawthers, manager of the benefits and estate planning department, reported on some of the latest trends in the application of life insurance to business and estate problems, while Doris Montgomery, attorney and manager of the pension business department, described the expanding market and opportunities for pension trust cases.

John L. Stearns, vice-president and

actuary, clarified some portions of the hospital, surgical and group life plan for field men which went into effect this spring, while Vice-president Walter Tebbetts explained the terms of a mortgage rider soon to be issued which is designed to cover mortgages amortized in periods longer than 20 years.

David W. Tibbott, director of advertising, concluded the panel with some highlights from a comparative study of the growth of the leading American life companies.

The second portion of the meeting of the eastern delegates, with William B. Wagner, general agent at Harrisburg, as chairman, consisted of a field leaders' panel on "Present Day Markets and Sales Ideas." Led by William C. Gentry, assistant director of agencies, the panel included Walter Downing of the Boston-Hays agency, on "Sales Ideas That Work"; Robert B. Armstrong, Newark, "Coordinated Estates"; Guy D. Randolph, Jr., Cincinnati, "Business Insurance"; Lambert M. Huppeler, New York City general agent, "Pension Trusts," and Robert K. Clark, Cleveland, "Estate Analysis."

A similar panel for the western delegates had Rolla R. Hays, Jr., general agent at Los Angeles, as general chairman and Mr. Gentry as panel leader. James M. Banghart, San Francisco, spoke on "Coordinated Estates"; Robert N. Samuels, Denver, "Juvenile Insurance"; Gordon E. Crosby, Jr., Seattle general agent, "Business Insurance"; O. Reid Lineberger, Charlotte, N. C., "Pension Trusts," and Harry S. Watkins, Los Angeles, "Estate Analysis."

Leaders Association Meets

The meeting of the New England Mutual Leaders Association was conducted by Henry C. Stockman, Sr., its president.

A panel, "The Young Leader Speaks," was composed entirely of winners and runners-up in the Leaders Association's annual "rookie of the year" contest. James A. Thompson, Seattle, "rookie" for 1951, spoke on "More Prospects Than I Can See"; Charles A. Colby, Topeka, holder of the award in 1950; "Selling on the First Interview"; George W. Graves, Jr., Washington, "Getting the Appointment"; John A. Tipton, Washington, "Closing the Sale"; William M. Shelton, Jr., Los Angeles, "Selling the Older Man," and Thomas E. Burke, Boston, "Selling the Young Man."

G. Nolan Bearden, Los Angeles, a past president of the association, conducted a round table discussion on "Business Insurance," and W. Franklin Scarborough of Philadelphia, also a past president, led a similar session on "Estate Planning."

Toastmaster at the dinner was William B. Hardy of Cincinnati.

500 Wash. National Agents at Cornerstone Ceremony

The cornerstone of the new home office of Washington National at Evanston, Ill., is being laid Friday. More than 500 agents will participate in the event, which is part of the celebration of the company's fortieth anniversary.

Although the building is not quite finished, several floors are now occupied. The office is of the latest in design and will be equipped with the most modern conveniences. Officers are presenting bronze busts of the company's co-founders, H. R. Kendall, chairman of the board, and G. R. Kendall, chairman of the executive committee, which will be unveiled during the convention being held for leading producers.

Formal dedication and open house will be held when the building is completely occupied.

Kansas City Life produced a total volume of \$21,752,961 in the August Birthday Month Drive honoring President W. E. Bixby. The largest single day production in company history—709 applications for a \$3,344,345 volume—occurred Aug. 20, Mr. Bixby's birthday.

Ye Olde Maine Almanac For 1951



Sum friend told John to travel,
Twelve miles on the hump each day,
Before he eat any breakfast,
And not loiter upon the way.

PROGNOSTIX

- JAN FEB: RESOLVE - Sell Union Mutual Insured Savings Plan
- MAR APR: SLIPPERY - Good time to sell Union Mutual Non-Can S & A
- MAY JUN: Income Tax Time - review of business reveals need for Business Insurance
- JUL AUG: SPRING - renewed vitality for selling Union Mutual Preferred Risk
- SEPT OCT: Union Mutual Double Protection Plan sells easily
- NOV DEC: WEDDINGS - Need for Family Income
- JAN FEB: VACATIONS - Retirement Plans provide future vacations
- MAR APR: Back to work - ideal Programming time
- MAY JUN: SCHOOL AGAIN - sell Union Mutual Juvenile Insurance
- JUL AUG: New Homes ready - Mortgage Retirement protects family
- SEPT OCT: Group and Wholesale make fine Xmas gifts for employees
- NOV DEC: XMAS - Let the season be Merrie

HED LIGHTS

Union Mutual representatives never go unprepared. Year after year they work steadily to their goals, fortified with practical, down-to-earth sales training. In Home Office and field schools,* the Union Mutual man learns plain facts in a downcast way about all forms of Life and Non-Can protection — and how to promote them profitably. New representatives are rapidly given a sound footing in advanced forms of selling — business insurance, programming, estate analysis and planning. At all times Union Mutual men are supported by complete sales kits, the most modern in the business.

*UM representatives have the benefit of three training courses — namely, Introductory Training Course, Advanced School — Part I and Advanced School — Part II.

UNION



MUTUAL

Life Insurance Company

ROLLAND E. IRISH, President

Founded in the
Year 1848

Portland, Maine
Home Office

The fact that the organization does not exist is not a fixed barrier to advanced lenders' present record in the sale of insurance should not be argued. The fact that the organization does not exist is not a fixed barrier to advanced lenders' present record in the sale of insurance should not be argued. The fact that the organization does not exist is not a fixed barrier to advanced lenders' present record in the sale of insurance should not be argued.

Lender Ca

Director is nothing to the lender's position on the corporation's write credit nothing a censured and saying who the money permissible is the maximum the loan. Commission to the fact commission to do with He emphasized only where sold for the that opponent that it gives authority to usurious r but he said sioner has usury.

Mutual Benefit

The annual Managers & A. and vened at the two-day session, land, Ore., Walton of The Frick devoted to cials, while fined to coo day morning eral discuss insurance. The meet to Mutual Benefit's 2 scheduled agers will top produce sary celebr Nebraska will welcom sary celebr The openin be confined a buffet A. R. Jaqu university will company p Levy, New Cleveland; Okla., Che

TEXAS HEARING

Says Small Lenders Need Commission on Credit Insurance

The fact that independent lending organizations in the small-loan field cannot exist on the legal rate of interest fixed by the Texas constitution was advanced by representatives of these lenders as a compelling reason why present rates on credit life and A. & H. sold in connection with these loans should not be reduced.

Arguments pro and con were advanced at a hearing held by the Texas of insurance commissioners before George Butler, life insurance commissioner and Paul H. Brown, fire insurance commissioner, at Austin.

Paul D. Connor, state director of credit insurance, expressed the belief that present rates are too high and should be reduced. The lending companies answered that the six months on which data is comparatively complete is not sufficient evidence on which to base a change in rates. They justified the paying of as high as 85% commission on some policies as being necessary if the independent small loan operator is to receive a reasonable return on his money.

Lender Can Get Commission

Director Connor mentioned that there is nothing in the present law that says the lender may not receive the commission on the policy written. While a corporation may not obtain a license to write credit life or A. & H., there is nothing against an employee being licensed and there is nothing in the law saying what the employee shall do with the money he receives. The maximum permissible amount of credit life insurance is the amount of the loan and the maximum A. & H. policy is 175% of the loan.

Commissioner Butler called attention to the fact that this is the first time the commissioners' board has had anything to do with fixing life insurance rates. He emphasized that this power applies only where credit life and A. & H. are sold for the lender's protection. He said that opponents of the law have charged that it gives the commissioners the authority to set rates that result in a usurious rate being charged on loans but he said that the insurance commissioner has no authority that relates to usury.

Mutual Benefit, United Benefit Plan Celebration

The annual forum meeting of the Managers Assn. of Mutual Benefit H. & A. and United Benefit Life will convene at the home office Sept. 14 for a two-day session. Harry K. Coffey, Portland, Ore., is the president and Frank Walton of the home office is secretary.

The Friday morning session will be devoted to reports from home office officials, while the afternoon will be confined to committee reports. The Saturday morning session will cover a general discussion on both A. & H. and life insurance.

The meeting will serve as a forerunner to Mutual Benefit's 42nd and United Benefit's 25th anniversary celebrations, scheduled for Sept. 17-19. The managers will be joined by more than 500 top producers for the three-day anniversary celebration.

Nebraska's Governor Val Peterson will welcome the visitors to the anniversary celebration on Tuesday morning. The opening day of the celebration will be confined to registration, sight-seeing, a buffet dinner and entertainment. A. R. Jaqua of Southern Methodist University will speak. Other speakers, all company producers, will be Mrs. Adele Levy, New Orleans; Howard Coron, Cleveland; H. H. Spickelmier, Enid, Okla.; Chet Elson, Indianapolis. Bob

Considine, writer and commentator, will talk on "Behind Today's Headlines."

Other speakers during the afternoon session will include Bernard Stone, Nebraska director, and A. M. Holtzman, manager of Rochester, N. Y.

Wednesday's program will include panel discussions. N. M. Longworth, vice-president, and J. R. Taylor, educational director of United Benefit Life, will serve as chairmen. At the final dinner the speakers will be V. J. Skutt, president of Mutual Benefit, and George J. Cleary, president of United Benefit.

Lincoln National Joins A. & H. Ranks

The Lincoln National Life has announced plans to enter the A. & H. field with a full line of both commercial and non-cancellable coverages. In addition, the company will offer combination life and commercial A. & H. policies.

Contracts are being prepared first for various forms of non-cancellable coverages and for the combination policies. It

is expected that the company will introduce that part of the program before the end of the year and soon thereafter have available a more complete line.

Murrell L. A. President

Life Insurance & Trust Council of Los Angeles has elected these officers: President, Weymouth L. Murrell, Mutual Benefit Life; vice-president, C. F. Galloway, Union National Bank, Pasadena; secretary-treasurer, George B. Byrnes, Equitable Society.



One of the Great Moments of your life... *Starting Your Business*

Why it's one of the most important times to see your life insurance agent.

It's a far cry from the lemonade stand... or the paper route you had in younger days. Suddenly, you become the real boss. No one to say when you work—how long you work—yet now you're working harder than ever. The pleasures, the profits—and the

problems are all yours from now on.

That's why it's important for you to see your Massachusetts Mutual Agent. He can undoubtedly suggest an answer to many problems you face. It may be insuring a key man, partner or shareholder—strengthening your firm's credit—providing a cash reserve for emergencies—or creating a pension or group insurance plan.

In short, a program to help main-

tain and protect your business—and your interest in the business—for your family.

Providing life insurance programs of "planned flexibility" to meet changing insurance needs has been our job for almost one hundred years... another good reason why, at the great moments of your life, you should talk over your plans with your Massachusetts Mutual Agent.

Massachusetts Mutual

LIFE INSURANCE COMPANY
SPRINGFIELD,
MASSACHUSETTS

For 100 years... a great name in life insurance.

This is one of a series of full-color advertisements appearing in TIME and the SATURDAY EVENING POST during 1950 and 1951, reaching 13,000,000 people in over 5,000,000 homes.

All Forms of Disability Covers Gain in 1950

Substantial gains in all forms of disability insurance coverage are reported in the fourth annual survey of A. & H. coverage conducted by Health Insurance Council.

The council survey shows that hospital expense coverage, which is the form most widely sold, was held by 76,961,000 persons at the end of 1950, a gain of 17% over the figure of 66,044,000 estimated for the year previous. The number of persons protected under hospital coverage has more than doubled since the end of the war.

Surgical Insurance Gains

Surgical expense insurance is owned by 54,477,000 as compared with 41,143,000 a year earlier, an increase of 32%.

Medical expense coverage gained 28% from 16,862,000 to 21,589,000.

Weekly indemnity coverage also increased, and in 1950 was provided to 7,293,000 persons against 34,136,000 at the end of 1949, a gain of 9%.

The council estimates that the 1950 total was equivalent to coverage on approximately 60% of employed civilian production. The figures do not include the individuals covered solely by government insurance under compulsory plans, but do include all insurance companies, Blue Cross, Blue Shield, fraternal societies, local medical societies, industrial, universities and others.

Health Insurance Council membership is comprised of the following associations: American Life Convention, American Mutual Alliance, Assn. of Casualty & Surety Companies, Assn. of Life Insurance Medical Directors, Bureau of A. & H. Underwriters, H. & A. Underwriters Conference, International Claim Assn., Life Assn. of America, and Life Insurers Conference.

On Office Management

James H. Kohlerman, Life Office Management Assn., and Bennet B. Murdock, senior administrative assistant in the ordinary policy department of Prudential, will be speakers at an American Management Assn. panel on office staffing, training and motivation. This will be part of the office management conference of A.M.A. in New York City, Oct. 18-19.

NEW INVESTMENT

Mutual Loans on Auto Fleets of Business Firms

HOUSTON — An auto fleet lease plan is the latest addition to the new idea file of life companies seeking investment outlets and business firms wanting to conserve working capital.

Several important national business firms, that formerly relied on salesman or company-owned automobiles used in sales and other operations, have leased 1,970 cars under a financing plan set up by Mutual Life and Peterson, Howell & Heather, Baltimore, fleet management firm.

The cars, mostly Fords, Chevrolets and Plymouths, are being rented to E. I. du Pont de Nemours & Co., Sunshine Biscuits, Johnson & Johnson and Minneapolis-Honeywell Regulator Co.

Invests \$2,600,000

Commitments were made several months ago, but final arrangements have just now taken place. The cars represent an investment of more than \$2,600,000 by Mutual Life, Oliver M. Whipple, financial vice-president, said at the company's business conference here.

Under the plan, autos are leased in fleets of 100 or more to nationally known business firms, with the highest credit ratings. Rental is on a net-lease basis for one year with renewal options. The mechanics of the plan are similar to those in equipment trust financing. Any make of passenger automobile and any number of cars over a minimum of 100 will be leased.

As administrators of the plan, Peterson, Howell & Heather are responsible for selling the idea to business firms, buying new cars, selling used cars, and handling all relations with the business firms leasing the cars.

Users Save Money

By switching to the leasing plan, companies operating salesman-owned cars could give their traveling representatives a new car every year on a basis that could result in substantial savings to such companies with no investment on their part. Moreover, companies operating company-owned cars can, by adopting the plan, relieve themselves of the capital investment without sacrificing any of the advantages of company ownership, according to the announcement.

Mr. Whipple said the plan makes a new profitable outlet for life company investment funds and meets a business need in the same manner as equipment trust financing, or the sale and lease back of office buildings, warehouses, stores and other real estate.

Plan Also Includes Trucks

Mr. Whipple indicated the fleet plan would be applied to trucks operated by firms of high caliber for their own purposes and that one such fleet already has been written.

The company now has more than \$100 millions in oil and gas production and additional sums invested in oil and gas transmission, he commented. It is much interested in this type of investment. Mutual has large investments in Texas and this had something to do with its return on the underwriting side.

The company is preparing the way for handling equities, it was indicated. The big problem here is valuation.

Conn. Gen'l Liberalization

Connecticut General is now offering on an individual basis annual premium retirement annuities on the guaranteed cost basis, which have heretofore been restricted to pension trust business. The company now has a contract which automatically provides, after 10 annual premiums have been paid, a paid-up deferred annuity commencing at age 65. It contains the usual options for election

of other retirement dates or for cash surrender. This contract is designed to tie in with the company's 10-payment insurance income contracts and is especially applicable for certain types of pension trust and profit-sharing arrangements.

Continental Writes Group to Cover Term of Lease

Continental Assurance is the insurer on a group life plan labeled "Free Tenant Lease Insurance" which guarantees to pay the rent for the remainder of a two-year lease if the breadwinner of an apartment-renting family dies during the term of the lease.

The maximum amount of insurance written is \$3,000. It covers the head of the family and relieves the family of rent payments for the rest of the lease if the insured dies. The plan is hailed in apartment rental advertisements in a New York newspaper as the only one of its kind in the area.

Apparently the cost of the insurance is included in the monthly apartment rental. Rents range from \$106 a month for 3½ rooms to \$140 a month for 5 rooms. A death during the first or second month of a lease for one of the larger apartments would not be covered completely by the \$3,000 group life maximum.

A tie-in of insurance with apartment rentals in the Long Island area first was announced about a year ago by one of the so-called non-profit hospitalization-medical-surgical insurance programs. The tenant families in the project, for the payment of a monthly premium, became part of a group health insurance program.

Four Minn. Committees to Study Agent License System

ST. PAUL—Commissioner Nelson of Minnesota has appointed four committees, representing fire, casualty, life and A. & H. insurance, to study and improve the department's agent qualification system.

On the life committee are: Harold R. Kaufmann, Robert E. Shay, Ellis J. Sherman, Edward H. Keating and J. D. Serrill, Minneapolis; John J. Steger and Robert L. Utne, St. Paul; Leland J. Hartwick, Willmar.

A. & H. committee: Paul Clement, M. C. Laughman, J. A. Robb, C. J. Eliason, A. A. Altermatt and H. E. Thompson, Minneapolis; E. J. LeClair, J. P. Devine, Martin Imm, G. A. Michel, B. J. Cashman and H. Bender, St. Paul.

The fire committee will hold its first meeting Sept. 18; casualty, Sept. 19; life, Sept. 20, and A. & H., Sept. 21, all at the insurance department office.

Gibraltar Life Names Young

Gibraltar Life of Dallas has appointed Carl M. Young regional director of agencies at Denver.

Mr. Young is former assistant secretary and field director of Farmers & Bankers Life of Wichita. He joined that company in 1921, becoming statistician in 1933. He had been assistant secretary since 1945. He is past president of Institute of Home Office Underwriters and a graduate



Carl M. Young of the L.I.A.M.A. school.

Mullennix to Murfreesboro

H. J. Mullennix has been promoted to manager at Murfreesboro, Tenn., of Life & Casualty. He started with the company as an agent at Paducah, Ky. in 1931, was promoted to superintendent there in 1939 and recently has been at Madisonville, Ky.

One Way To Bigger Sales

OCCIDENTAL SALES per policy are higher again this year. Up nearly \$1,000 over 1950, they're now averaging \$8,468 per case.

The reason, we think, is obvious. It's Occidental's plan of one-policy programming.

Bigger sales are easier to build when the buyer can have such popular features as Family Income, Income Protection, Mortgage Protection, and \$10 a month Income Disability all written in one policy contract with his basic protection.

We'll write Accident and Sickness, too, under the same premium billing.

Occidental Life

INSURANCE COMPANY OF CALIFORNIA

W. B. STANNARD, Vice President



...a Star in the West

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO"

or for cash
designed to
10-payments
and is es-
tain types of
sharing ar-

Group
ase

the insur-
"Free Ten-
guarantee
ainder of a
inner of a
s during the

f insurance
the head of
mily of ren-
lease if the
ailed in
nents in a
only one of

e insurance
apartment
06 a month
onth for 5
first or sec-
one of the
be covered
group life

apartment
area first
ago by one
t hospital-
rance pro-
es in the
a monthly
roup health

es to
System

Nelson of
ur commit-
ty, life and
nd improve
cation sys-

Harold R.
r, Ellis J.
y and J. D.
Steger and
Leland J.

Clement
bb, C. J.
nd H. E.
J. LeClair
n, G. A.
H. Bender

ld its first
pt. 19; life
21, all as
ce.

Young

appointed
irector of
at Denver
ng is for-
stant sec-
d field di-
Farmers
rs Life of
He joined
mpany in
oming sta-
in 1932
been as-
ecretary
5. He is
sident of
of Home
nderwrit-
graduate

aboro

promote
Tenn., of
with the
cah, Ky.
intended
s been a



Every Agent who wants...

INCREASED SALES
BETTER PERSISTENCY
LARGER PREMIUMS

should read **H. P. Gravengaard's**
NEW BOOK!

"Juvenile **INSURANCE"**

"The first work of its kind telling the **WHOLE** story on one of today's most profitable markets!"

Today's market for juvenile insurance is filled with unlimited opportunities. Over \$3 billion worth written last year with several million youngsters being newly insured. \$17 billion total in force and increasing almost as rapidly as the birth and marriage rate! But, the number who will cash in on these opportunities depends on how they get into and cultivate this golden market.

Gravengaard Gives the Answer

In just 80 timely pages — H. P. Gravengaard gives both the helpful information and the practical sales ideas agents need to enter this market profitably. He points out that over 40% of the population of the U. S. is composed of those under twenty years of age. And that parents are showing an ever increasing desire to start their children early on thrift programs of their own. Last year over two-thirds of the juvenile cases were under age five! Out of this rich market he shows how every alert agent can write hundreds of new apps, all with better persistency and larger premiums.

Read "Juvenile Insurance" First...

Take the first step in the right direction now. Read Gravengaard's "Juvenile Insurance." Use the handy coupon to order your supply today.



Actual Size:
8 1/2 x 11



The Author

H. P. Gravengaard, Executive Editor, Life Publications Department, Vice-President, The National Underwriter Company. Author of the popular Gravengaard business insurance texts and brochures. Nationally known Life insurance authority and speaker. Established Aetna's Life sales training department — wrote its first correspondence course and established its first field training school. Star record as a salesman. Sixteen years of practical experience as Agent and General Agent.

80 Pages of
Business-building
Information

TABLE OF CONTENTS

- I The Market
- II Advantages to the Agent
- III Why They Buy
- IV Juvenile Insurance Plans
- V Legal and Tax Points
- VI Prospecting
 - Prospecting Hints
- VII Pre-Approach Letters
 - Sample Field-Tested Letters
- VIII The Approach
 - Sample Field-Tested Approaches
- IX Composite Sales Talks
- X Testimonials and Proposals
- XI Objections and Answers

PRICES

1 copy	\$1.50
2 copies, ea	1.15
3 " " "	1.00
4-24 " " "	.85
25-99 " " "	.75
100-499 " " "	.65
500-999 " " "	.55
1000 and over "	.45

ORDER YOUR SUPPLY NOW! MAIL TODAY!

The National Underwriter Company
420 East Fourth Street, Cincinnati 2, Ohio

Please send me:

____copies of the booklet "JUVENILE INSURANCE."

☐ Check Attached ☐ Charge Our Account

(Check should accompany orders for 3 or less)

NAME _____

COMPANY _____

STREET ADDRESS _____

CITY _____

ZONE _____

STATE _____

ABC

THE DIAMOND LIFE BULLETINS

Department of The NATIONAL UNDERWRITER CO.

420 E. 4th Street Cincinnati 2, Ohio



EDITORIAL COMMENT

A Spot Where the Competition Is Weak

Free, gratis, for nothing, and without a penny's charge, we offer this tip to the life insurance business on how to steal a march on the competition in an important area of life company operation.

It is merely to see to it that the mortgage lending department cultivates its prospects and customers with the same graciousness and assiduity that characterizes the agency department.

This is not said in criticism of how mortgage departments presently operate. They have been getting more and more humanized and have lost most of the lordly attitude that used to be more or less standard.

But among other lenders, with the probable exception of some of the more aggressive savings and loan institutions, there is still too much of a tendency to treat the would-be mortgagor as if he were the losing country at a peace treaty conference—someone with no rights worth mentioning, lucky to get what the victors see fit to dole out and he'd better take it and not open his mouth in protest.

Banks in some sections of the country, for example, try to get mortgagors—

and with a surprising degree of success—to accept a monthly-amortizing mortgage that leaves the lender free to demand full payment at the end of each 12 months. Borrowers are given to understand that the bank officials are fine fellows, that they wouldn't think of jettisoning a mortgage before it was completely amortized—in short the borrower is made to feel that what he is getting is for all practical purposes the same as a mortgage under which the lender has to stay with it for the full amortization period. Of course, the fact that the bank may change its loan policy, its board or its ownership is conveniently overlooked.

Oddly enough, these mortgages are being negotiated even though life companies can provide loans that can't be called before the amortization period has expired.

A life company can offer a mortgagor as good a deal as he can get anywhere else. Conditions are of course abnormal today, under the credit restriction program. But, as a general thing, if aggressive promotion pays off in the sale of policies, why shouldn't it pay off in the placing of mortgage loans?

Need There Be Only One Loser?

The nominating committee of the National Assn. of Life Underwriters has released its report, which contains the names of seven trustee nominees to fill the six posts on the board that will be open.

Without reflecting in the slightest on any of the seven who have been recommended, it seems something of a pity that there could not have been at least one more nominee. If the official slate is elected it means that one candidate, and one alone, will be left out in the cold. Nobody is going to feel like committing hara-kiri because of losing out in a trustee race, but the situation becomes somewhat pointed when a candidate is the only one out of a slate of 11 who doesn't win a place.

At a previous N.A.L.U. meeting someone remarked that when there can be only one loser, the election takes on the appearance of an unpopularity contest. In fact, the balloting could be simplified by letting each voter just mark "X" opposite the name of the candidate he didn't want to see on the board.

Being the only loser in this version of the game of musical chairs may not

be a big matter to most potential candidates but there might well be some who would rather refrain from running than to risk being spotlighted as THE loser. Even if there were only two losers the situation would be somewhat pleasanter for the losers and likewise for their backers.

Of course, it may be that the committee had only seven candidates that it could recommend for the six vacancies. Or maybe only seven candidates period. If that was the case, the association is getting uncomfortably close to not having enough candidates to fill the upcoming vacancies on the board of trustees. If that is how things are, something should obviously be done about it.

Possibly the nominating committee might have nominated just enough to fill the vacancies occurring if the by-laws did not specify that at least seven trustee candidates must be picked. If the nominating committee could narrow the field to seven best qualified (assuming there were more than seven available), it should be able to narrow the number down to the six best qualified.

It is true that having one more candidate than there are vacancies intro-

duces the element of rivalry and stimulates interest. It averts the charge that N.A.L.U. elections are cut-and-dried, with the voters, in the absence of floor nominations, being privileged only to vote "Ja." But what about the drawbacks?

Going down to defeat like a good

sport with a smile on one's lips is of course a very character-building experience. But there might be quite a few potential candidates who would rather have their characters built in some other way. Or anyway, would just as soon share this ennobling experience with a couple of fellow-losers.

PERSONALS

Seth B. Thompson, agency vice-president of West Coast Life, and former insurance commissioner of Oregon, has been confined to a San Francisco hospital with a serious stomach disorder. How long Thompson will be hospitalized is not known. He is a former president of the National Assn. of Insurance Commissioners.

Lewis C. Callow, general agent for General American at Memphis, is recovering in an Oklahoma City hospital from injuries sustained with his wife in an automobile accident last June while the two were en route to a company convention at Colorado Springs. Mrs. Callow has been released from the hospital.

H. Arthur Schmidt, general agent of New England Mutual Life at New York City, recently marked his 25th year as a general agent. He has been with the company for more than 35 years.

J. Jerome Miller, manager of the Life of Virginia agency at Chicago, competed for the Illinois Athletic Club in the National A. A. U. water-polo championships held in Chicago. Mr. Miller is a former member of the U. S. Olympic teams of 1936 and 1948. He hopes to make the 1952 team.

Donald A. Baker, for the last four years associate editor of the Insurance Salesman, has been advanced to managing editor. He is a journalism graduate of Butler University and an air force veteran.

William J. Barrett, secretary of Metropolitan Life, addressed the national training conference of executives of the Boy Scouts at Michigan State College at East Lansing.

Earle Shipley, general agent of Occidental Life of California at San Jose, recently made a hole-in-one at Glenbrook Country Club, Lake Tahoe.

Begins Virginia Operations

National Bankers of Dallas has begun operations in Virginia. M. C. Greenhill has been appointed state manager at Richmond. Mr. Greenhill was formerly Texas manager for another company. National Bankers of Dallas is now active in 13 states.

Carl J. Williams has been added to the staff of the claim office of Pacific Mutual at Atlanta. Mr. Williams was formerly cashier in the Park and Boone General Agency of Pacific Mutual at Tuscaloosa, Ala.

Harold C. Brogan, Ohio National, Lansing, secretary Michigan Assn. of Life Underwriters, addressed the Pontiac Kiwanis Club on the growth of life insurance.

DEATHS

CHARLES F. BRAWLEY, 62, manager of the Cincinnati East district of Western & Southern Life for many years, died in that city after a short illness. Starting on a debit in 1922, he worked in the Cincinnati area all of his life insurance career, the Cincinnati East district, of which he became manager in 1925, being one of the company's leaders. In addition to his service in the field, he was a regional superintendent of agencies for a time, returning to his former district in 1940. Mr. Brawley was active in Masonic circles and was a past potentate of the Syrian Shrine.

WALTER F. LOCKWOOD, 47, vice-president of Indiana Assn. of Life Underwriters, died at Evansville. He had been with Penn Mutual since 1943, after 16 years in newspaper work.

IRVIN L. GRIMES, 72, who retired in 1945 as vice-president and actuary of Mutual Trust Life, died at his home. Mr. Grimes joined the company in 1913.



IRVIN L. GRIMES, SR.

after having been with the old National Life of the U. S. A., Chicago. He became vice-president in 1943. He was a graduate of Indiana University and studied law at Kent College, Chicago. He was a charter member of the American Institute of Actuaries.

GEORGE A. YOUNG, 85, of Des Moines, one of the organizers and an early vice-president of Homesteaders Life, died at his home of uremic poisoning.

JOHN M. SHOWALTER, 62, manager of the life department of Harry K. Coffey & Associates at Portland, Ore., died unexpectedly following a heart at-

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., PUBLICATION OFFICE, 175 W. Jackson Blvd., Chicago 4, Ill., SUBSCRIPTION

EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burrledge. Editorial Assistant: Charles C. Clarke.

OFFICERS: Howard J. President and Secretary. St., Cincinnati 2, Ohio.

BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 9501. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—210 Lincoln St. Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. Teletype CG-654. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Mgr. R. J. O'Brien, Advertising Mgr.

CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. Chas. P. Woods, Sales

Director: George C. Roeding, Associate Manager: George E. Wohlgemuth, News Editor: Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT 26, MICH.—413 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg. Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg. Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John St., Room 1103. Tel. Beekman 3-3938. Editorial Dept.—Assistant Editor: Donald J. Reap.

Business Dept.—Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

LIFE INSURANCE EDITION

PUBLISHED EVERY FRIDAY

DEPT., 420 E. Fourth St., Cincinnati 2 Ohio

Burrledge, President. Louis H. Martin, Vice-President. John Z. Herschede, Treasurer. 420 E. Fourth St., Cincinnati 2, Ohio.

PITTSBURGH 22, PA.—503 Columbia Bldg. Tel. COURT 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg. Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager. John E. Caughman, Pacific Coast Editor.

Day on B

Directo ment ha "problem Casualty commissi pany is li 10 a.m. (the depu street.

The n has been pany outi ferring to company say that departme for fact a public concerned to be hea A cour take a tr will be o

May Exa

Any do nois depa desire to nesses un departme for quest equitable unable to sentative, submit at up to Mr the Illin President ers Life "We are of Directo Mr. M the comp tunity to fact" that competit the comp welcomed cause the sioners v fluenced and "we to presen refuting

Dr. W First Ch will spea group sup

's lips is
ding expen-
quite a few
ould rather
ea some other
ust as some
ence with a

Y, 62, man-
t district of
ter a short
in 1922, he
ea all of his
Cincinnati
became man-
e company's
service in the
perintendent
ning to his
r. Brawley
es and was
n Shrine.

OOD, 47,
sn. of Life
ville. He
since 1945,
work.

who retired
actuary of
his home
any in 1913

tack at Lake Tahoe, Cal. Mr. Showalter had just attended the sessions of United Benefit Life school for advanced agents in the western states. He moved to Portland in 1941 to take over management of the life department for the Coffey organization following many years in the business at Sioux City, Ia.

SAMUEL S. MAY, 65, retired assistant superintendent of group sales of Travelers, died at Hartford. Mr. May had been with Travelers from 1917 to his retirement in 1949.

SAMUEL B. GARWOOD, 67, a member of the Tice agency of the Midland Mutual Life at Columbus, died from a heart attack. He had been with the company more than 40 years.

JAMES R. OLIVE, 78, died at Hugo, Okla., following a heart attack. Mr. Olive had been associated with the L. C. Mersfelder agency, Oklahoma City, since Oct. 1, 1928.

REYNOLD E. BLIGHT, 73, president of Pierce Ins. Co., and former state franchise tax commissioner, died in Doctor's hospital at Los Angeles. He became president of Pierce in 1936.

MORRIS KAHN, 55, manager at Springfield, Ill., for Federal Life of Chicago, died at St. John's hospital, Springfield. He was treasurer of the Springfield Life Underwriters Assn. Prior to entering insurance he was a department store manager in Springfield for 13 years. Mr. Kahn operated a general insurance agency as well as being a life manager.

Day Calls Hearing on Bankers L. & C.

Director Day of the Illinois department has called an open hearing on "problems relating to" Bankers Life & Casualty of Chicago and has invited all commissioners in whose states the company is licensed. The hearing will be at 10 a.m. Oct. 25 at the Chicago office of the department, 160 North LaSalle street.

The notice mentions "action which has been taken in regard to this company outside of Illinois," obviously referring to Georgia's efforts to oust the company from the state, and goes on to say that "it is of vital concern to this department to be fully informed and for fact to be separated from rumor by a public hearing at which all parties concerned will have a full opportunity to be heard."

A court reporter will be on hand to take a transcript of the hearing, which will be open to the press.

May Examine Witnesses

Any department that gives the Illinois department advance notice of its desire to do so may examine the witnesses under oath. If a large number of departments are represented, the time for questioning will be allocated on an equitable basis. If any commissioner is unable to be present or send a representative, Mr. Day suggested that he submit any matters he may wish taken up to Mr. Day, who will refer them to the Illinois department attorneys.

President John MacArthur of Bankers Life & Casualty said of the hearing: "We are in full accord with the action of Director Day in calling this meeting."

Mr. MacArthur said it would furnish the company with a welcome opportunity to combat the "distortions of fact" that have been circulated by some competitors who he said are jealous of the company's progress. He said he welcomed the hearing particularly because there are a few insurance commissioners who have apparently been influenced by competitors' propaganda and "we now will have the opportunity to present in public evidence completely refuting their unfounded charges."

Dr. William H. Alexander, pastor, First Christian Church, Oklahoma City, will speak at a meeting of Chicago group supervisors Oct. 1.

OBSERVATIONS

Brokerage Income and SS Tax

What to do about the renewal income of retired agents is not the only puzzling aspect of social security as applied to life insurance agents. Several agents have asked this question: "My company is withholding social security tax on the first \$3,600 of my earnings. In addition, I have brokerage income in excess of \$400. Must I pay on this \$400, and then file for a refund?"

The question appears to be answered in a letter from a district collector of internal revenue in a case involving royalties to an author who is also an employee receiving more than \$3,600 a year. The letter states in part:

"That part of the net earnings from self-employment of any individual for any taxable year is \$3,600 and if wages are received, this \$3,600 maximum is reduced by the amount of such wages. Therefore, since you state you have wages of more than \$3,600 during the calendar year 1951, your self-employment income will not be subject to social security coverage for that year."

President McHaney's Gripe Box

Fostering what its announcement terms the "good, old wholesome American custom" of "gripping," General American has placed "gripe boxes" at convenient locations on each floor for the use of its personnel.

The company, through its "Inside News" house organ, states:

"Whenever you feel you have a grievance, problem or suggestion about personal treatment or working conditions—and do not choose to discuss it with your supervisor, department manager or the director of personnel, the 'Gripe Box' will channel it confidentially direct to the president's office."

Collections are made weekly and get immediate attention from President Powell B. McHaney.

The announcement calls attention to the distinction between a "gripe" and a "suggestion," pointing out that the griper, if he thinks about the problem may evolve a suggestion that could be worth many dollars to him under the company's suggestion awards system.

O'Mahoney Still the Needler

Newspaper stories about the hysterical scream that Senator O'Mahoney's needling drew from Senator Douglas of Illinois must have aroused the sympathy of many life insurance men who had observed O'Mahoney's tactics as chairman of the Temporary National Economic Committee that investigated the life insurance business a dozen years ago.

If they read the transcript of the colloquy between Douglas and O'Mahoney over Douglas' efforts to eliminate what he regarded as waste in the military appropriations bill they recognized the same artful type of implications by which the suave O'Mahoney, even while exuding kindness and good intentions, was able to make his victims squirm at the TNEC hearings.

O'Mahoney, who is chairman of the appropriations subcommittee handling the bill, made Douglas feel that by his attitude he was slandering the armed forces and supplying material for Russian propagandists, although O'Mahoney later denied that he intended such an implication. Perhaps a hysterical scream is the only answer to needling of O'Mahoney's type.

C. C. Martin, Jr., manager at Austin, Tex., for Great American Reserve, has been transferred to Houston, as assistant manager.

Alfred H. Gardner, Jr., of the W. Oliver Cass agency of Mutual Benefit Life at Indianapolis has been selected by the company to appear in an ad in the Sept. 15 issue of the Saturday Evening Post.

VA to Go Ahead with Consolidations, Despite Protests

WASHINGTON—Despite moves in both houses of Congress to block consolidation of four veterans administration eastern offices handling insurance matters and death claims into one branch at Philadelphia, a VA spokesman said the agency is going ahead with the plan.

The Lanham House expenditures special subcommittee, after hearing VA officials, a number of congressmen, representatives of veterans' organizations and others interested, voted to "request" VA to drop the plan. The committee was told that Deputy Secretary of Defense Lovett said assignment of space in the Atwater Kent building, Philadelphia, to the consolidated VA insurance and death claims office would be an "incalculable setback" to defense work in connection with the army's Frankford Arsenal, which should get the office space, he said.

The committee adjourned subject to call of the chair. Meanwhile, it was said Public Buildings Commissioner Reynolds of the general services administration would have the final "say" in the dispute.

Resolutions to Block Plan

At the other end of the capitol four senators—Ives and Lehman, New York, Lodge and Saltonstall, Massachusetts—introduced three resolutions to block the VA plan. Under them VA would have to show that substantial economy would result from the proposed consolidation without impairing service to veterans.

One resolution expressed the "sense" of the Senate that the plan should not be carried out until VA has made appropriate showing to congressional committees concerned. The second resolution declares the "sense" of Congress, Senate and House concurring, to the above effect. This resolution could become law without presidential approval.

The third proposal is in the form of

a joint resolution to the same effect, which would require presidential signature to become law.

VA claims the consolidation would save \$2 millions. Ives challenged this and told of conferences of veterans' representatives, employees of VA offices proposed to be abolished and others with senators on the subject. He also laid before the Senate and put into the Congressional Record correspondence from Lehman, representing the senatorial group, to VA Deputy Administrator O. W. Clark, asking a list of questions regarding savings, personnel, rents, services, etc., in connection with the proposed consolidation. To this no reply had been received, Ives said.

Go Ahead with Consolidation

Despite request to VA to delay consolidation, Ives said he had received a letter from VA Administrator Gray at Hudson, Wis., stating the Boston and Richmond VA offices would be moved to Philadelphia in September and the New York office in October. Gray indicated there would be no material interruption in activities of the offices moved.

Ives said telegraphic protests from the senators to Gray had not been answered.

A VA spokesman attributing the fight against consolidation to local chambers of commerce, VA employees and veterans' organizations, said VA had been warned by Rep. Thomas, chairman House appropriations subcommittee having jurisdiction over VA supply measures, that VA must "recentralize" field offices and services in the interest of economy, "or else" the committee would undertake the job, legislatively.

To VA, the consolidation incident illustrates that members of Congress are for economy, but "in the other fellow's" state or district, and that it all depends upon "whose ox is gored."

Walter J. Mays, assistant actuary of Liberty Life, has become an associate in the Society of Actuaries. Mr. Mays joined Liberty Life in 1947. He was graduated from Murray State Teachers College in Kentucky.

Central Standard

LIFE INSURANCE COMPANY

211 W. Wacker Drive

CHICAGO

All forms of
LIFE—INCLUDING GROUP—A & H
Expanding . . . Agency Opportunities

ALFRED MACARTHUR
Chairman of the Board

WILBUR M. JOHNSON
President



MONUMENTAL LIFE INSURANCE COMPANY

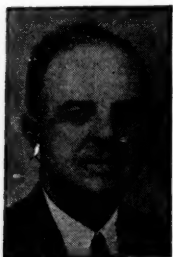
HOME OFFICE • CHARLES and CHASE STREETS

BALTIMORE

LIFE AGENCY CHANGES

R. W. Hoyer Leaves Hancock Columbus Post, Son Is Named

Ralph W. Hoyer will retire Sept. 30 as general agent for John Hancock Mutual Life at Columbus, O., and will be



R. W. Hoyer



W. B. Hoyer

succeeded by his son, William B. Hoyer. The senior Mr. Hoyer will continue as general agent emeritus and will remain active in the agency.

William Hoyer is the third generation of his family to serve as general agent there. His late grandfather, William E.

Hoyer, was named to that post in 1920. Ralph Hoyer has spent his entire business career with John Hancock, joining the Columbus agency as an agent in 1906. He was a charter member of Columbus Life Underwriters Assn., is past president of that organization and of the Ohio association, as well as a former trustee of the National association. He served as vice-president of the National C.L.U. chapter and was an organizer and first president of the John Hancock General Agents Assn.

William Hoyer entered the business in 1938. At the time of his naval discharge in 1945 he was a member of Admiral Monroe Kelley's staff, directing the National Service Life Insurance program for the navy for New York state, Connecticut and northern New Jersey. He has served as director of Columbus General Agents & Managers Assn., Columbus C.L.U. chapter, and Columbus Life Underwriters Assn. He is now vice-president of the Ohio association.

Sets Up Two Branch Offices

American Hospital & Life has established a branch office at Albuquerque, N. M. James F. Smith of Mercedes, Tex., associate manager in the Corpus Christi district, is manager of the new office. Mr. Smith had six years sales experience before entering the army in

1944. He joined American H. & L. in 1946.

The office at Harlingen, Tex., has been made a branch office but will continue under the supervision of Max Derden, district manager at Corpus Christi. James F. Cram has been named branch manager. He has been in sales work 20 years, seven years in insurance. He joined the company in 1950.

Roeder to Sioux City for

N. W. Mutual; Burpee Retires

William C. Roeder, assistant director of agencies of Northwestern Mutual, has been named general agent at Sioux City, Ia., effective Oct. 1. He will succeed Scott M. Burpee, who is retiring after 28 years of service.

With Northwestern Mutual since 1940, Mr. Roeder was appointed district agent at Fort Wayne, Ind., in 1943, and was made a company officer in 1950. He won many company honors, both as a personal producer and for his work as district agent. He is a graduate of the L.I.A.M.A. school and is a past president of Northwestern Mutual District Agents Assn. and Fort Wayne Assn. of Life Underwriters.

Mr. Burpee joined Northwestern Mutual in 1923 at Sioux City and became a successful personal producer, winning many company sales honors. Under his leadership since 1938, the Sioux City agency has more than doubled both its sales and insurance in force.

Smith Succeeds Mix for State Mutual at New Haven

State Mutual Life has appointed Robert D. Smith as general agent at New Haven, Conn., effective Sept. 17, succeeding Robert C. Mix, who has resigned.

Mr. Smith entered life insurance in 1945, after two years of duty overseas with the marines. He served as an agent in New York City and later in Brooklyn and Hempstead for New York Life, becoming assistant manager in Portland, Me. Last November he was transferred to New Haven as assistant manager.



Robert D. Smith

Lingle N.C. State Agent

American Plan Corp., which provides auto physical damage, credit life and credit A. & H. insurance for financial institutions, has appointed James R. Lingle state agent for North Carolina. He attended University of North Carolina and has had experience in the fields of insurance and finance.

Prudential Names Manager

Prudential has named Henry G. Czachorowski manager at Yonkers, N. Y. Mr. Czachorowski joined Prudential in 1937 as an agent in Norwich, Conn. In 1948 he was appointed staff manager at Hartford.

Wildman Made Manager

William C. Wildman has been appointed manager at Indianapolis for Acacia Mutual Life.

Agency Has Life Affiliate

The Carney-Rutter-Anderson Life Agency has been formed at Milwaukee

as an associate company to the Carney-Rutter Agency, operated by William C. Carney and R. M. Rutter. George C. Anderson, a general agent there for Franklin Life for six years, is a member of the new firm which now becomes general agent of Franklin.

Pacific Mutual Appoints Wegeforth at San Diego

Pacific Mutual has named Richard B. Wegeforth general agent at San Diego.

Mr. Wegeforth entered insurance in 1930 as agent with Aetna there. Later he organized the company's sales representation in Arizona and was elected vice-president of the Arizona Assn. Life Underwriters. He left Aetna's group department in 1943 for military service, after which he went with the group department of Pacific Mutual.



R. B. Wegeforth

Haas Assistant Manager

Prudential has appointed Herman C. Haas assistant manager of the Albert L. Jason agency in Los Angeles. Mr. Haas joined the Jason agency in August of 1950. He is a graduate of the University of Wisconsin.

Two to Guarantee Mutual

Guarantee Mutual Life has appointed John S. Hamilton general agent at Houston, and Arthur S. Morris general agent at San Diego. Mr. Hamilton entered insurance in 1935. Mr. Morris is a former San Diego manager for a Canadian company.

J. G. Allen Guelph Manager

Manufacturers Life has appointed J. G. Allen manager at Guelph, Ont. He succeeds H. J. Jamieson, who is retiring after serving as manager there for 19 years.

Mr. Allen started with Manufacturers Life at Windsor in 1938. Three years later he became district manager there and in 1942 was appointed branch manager at London, Ont. For six years he has been manager of the central Ontario sales organization at Peterborough.

McClain to Hutchinson

Ronald McClain, formerly of Stockton, Kan., was made general agent of Farmers & Bankers Life at Hutchinson, Kan.

Continental Names Hack

Continental Assurance has appointed Morris B. Hack general agent at Baltimore. Mr. Hack was formerly an agent and assistant manager for Metropolitan for 17 years.

V. W. Cray to Kansas City

Northwestern National has appointed Vincent W. Cray home office supervisor at Kansas City. Mr. Cray has been associated with his father, A. W. Cray, in his agency at Fargo, N. D.

ATTN: HOME OFFICE LIFE COMPANIES

Increase sales up to 50% ...

with newly-developed INSURANCE PLAN based on sound and proven actuarial formulae and simpler methods of calculation with increased accuracy —

WRITE A. G. Donn 12 Grimthorpe Road Toronto 10, Canada

ANICO representatives are Anico's best advertisements

VICTOR E. BRANDRUP

Washington, D. C.

"Vic" Brandrup became a representative for ANICO in June, 1948. In 1949 he led an entire Division of the Company and his success record has continued without break. In 1950 he was promoted to District Manager.

Mr. Brandrup is one of ANICO's best examples of the opportunity for success open to a representative in both financial reward and job satisfaction. ANICO is proud to be represented by men like "Vic" Brandrup.



You can grow with ANICO

- ★ A working contract that permits outstanding earnings.
- ★ Policies that stand out in value against any competition.
- ★ A management philosophy that is based on the axiom that a company succeeds only when its agency force succeeds.
- ★ The most modern and effective selling aid program that can be devised.

For information without obligation address "Executive Vice-President"

Over 2 billions of life insurance in force

AMERICAN NATIONAL Insurance Company

W. L. MOODY, JR., PRESIDENT

GALVESTON, TEXAS

AGENCY NEWS

Patterson, Lipscomb Hold Joint Agency Conference

The annual joint agency conference of the Ray Patterson agency of Penn Mutual at Indianapolis and the T. E. Lipscomb agency of Louisville was held at McCormick's Creek State Park, Ind. Award for top production in the 11-week inter-agency contest which preceded the conference went to Colgan Norman, million-dollar producer of the Lipscomb agency, for \$304,700 of paid production. In second place was Sidney Lanier of the Patterson agency.

Speakers on the three-day program were Gardner Green, field training division of Penn Mutual; R. W. Osler, vice-president Rough Notes Co.; Mr. Lanier, Mr. Norman, Mr. Patterson, Mr. Lipscomb and Hiram Logsdon, Evansville, Ind.

The next meeting of the joint conference, now a traditional affair with the Kentucky and Indiana agencies, will be held at Cumberland Falls, Ky., the first time it will have met outside Indiana.

Agents Hold Conference

Members of the Ralph H. Love agency, Hartford representatives for Connecticut Mutual, held a conference recently at Black Point Inn, Prout's Neck, Me. Among the speakers were Dr. Henry B. Rollins, vice-president and medical director of the company, and Thomas K. Dodd, vice-president of underwriting. General Agent Love reported on the agency's progress during the year.

Contest Winners Feted

The top six producers in the Rocky Mountain Roundup contest established by the Denver agency of Northwestern Mutual were guests of General Agent Ralph L. Theisen and Mrs. Theisen at a Labor Day outing at Meeker Park lodge near Estes Park. The producers were W. S. Marshall of Colorado Springs, Tom Hyland, Harold Hunt, William R. Goebel, Elmer L. Metcalfe, all of Denver, and Leslie R. Fowler of Boulder, Colo.

Notables at Stotz Rally

John S. Thompson, president of Mutual Benefit Life; Commissioner Navarre of Michigan, Hunter A. McGeary, Pittsburgh, and Dr. J. Randolph Beard, Mutual Benefit's medical director, were speakers at the annual meeting of the Raleigh R. Stotz agency of Mutual Benefit at Grand Rapids.

Parish at Milwaukee

Robert A. Parish, superintendent of agencies of Connecticut General, was guest speaker at the educational conference of the Milwaukee agency. After the business session, the qualifiers were guests of Jack C. Windsor, manager, for a two-day outing at Green Lake, Wis.

Oshin Agency Aug. Leader

The Clarence Oshin agency of Home Life at New York led the company in production of new business in August for the sixth time in eight months.

Organized in 1946, the agency finished third in 1947 and since then has missed top honors only once—in 1949, when it placed second.

Iowa Hand-Book Off Press

The new 1951 Underwriters' Hand-Book of Iowa has just been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance over the entire state.

Premiums and losses by lines in

Iowa for all fire and casualty companies, and life insurance paid for and in force by life companies, are also presented in a special statistical section. Copies may be obtained immediately from the National Underwriter Co. at 420 East 4th Street, Cincinnati 2, Ohio. Price \$12 per copy.

Dominick Dragonetti has been promoted to supervisor in the Arthur Milton agency of Postal Life in midtown New York city. He joined the agency a year ago and has been in life insurance for six years.

Judge Restores License to Bannon Pending Review

Terry Bannon of Chicago, whose license was ordered revoked on July 13 by Director Day, has had his broker's and agent's license restored by Judge Fisher in the superior court of Cook county pending the final disposition of Mr. Bannon's petition for review.

The action was brought against Mr. Bannon at the instance of Prudence Mutual Life. The revocation order was based upon an alleged violation of the Illinois insurance code, which permits

such action where a license is delinquent more than 90 days in the payment of premiums on policies.

Mr. Bannon says that the moneys in question were owned by a deceased partner of his. He says he has been attempting to repay the balance gradually and had no indication that Prudence Mutual was instituting such an action.

Equitable Society has opened a city mortgage loan department office at Milwaukee. Donald Grau, former Milwaukee realtor and recently with Equitable's Chicago office, is loan supervisor there.

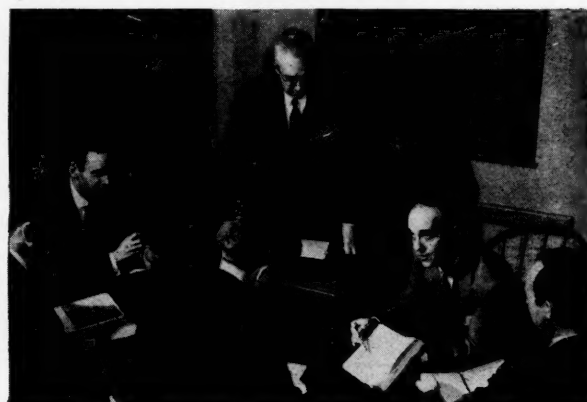
BACKGROUND FOR GOOD LIFE INSURANCE SERVICE



TRAINING First step in training is an intensive course in life insurance fundamentals. This is followed by an organized program of intermediate and advanced study. All training is under the expert guidance of a manager and supervisor. Shown here is Manager H. N. Kuesel and Supervisor Harry Todd, New York Uptown agency, instructing a new class.



SOUND COUNSEL Because of his careful selection, his training and experience, the Phoenix Mutual representative is able to offer sound counsel and valuable help to policyholders and the public.



PERSONAL SUCCESS The Phoenix Mutual representative enjoys better than average success. He is a respected citizen of his community, a good man to know. Pictured here is Richard L. Emerson, C. L. U., prominent representative of the Boston agency, with his family in their Winchester home.



**PHOENIX MUTUAL
LIFE INSURANCE COMPANY**
Hartford • Connecticut



AMONG COMPANY MEN

Four Are Advanced by Conn. Mutual

Leslie R. Martin has been advanced to vice-president of Connecticut Mutual, Gladstone Marshall to second vice-president and actuary, Daton Gilbert to



Leslie R. Martin



G. Marshall

actuary, and Wilfred W. Terryberry to associate actuary.

In addition to other duties, Mr. Mar-



Daton Gilbert



W. W. Terryberry

tin will continue as active head of the actuarial department. Joining the company in 1910, he became assistant ac-

tuary in 1923 and has successively served as assistant secretary, secretary and second vice-president and associate actuary. In 1946 he was made vice-president and actuary.

Mr. Marshall went with Connecticut Mutual in 1921, following his graduation from the University of Toronto where he specialized in mathematics. He was made assistant actuary in 1929, associate actuary in 1942 and actuary in 1950. He is a charter member of Actuaries Club of Hartford.

Mr. Gilbert joined Connecticut Mutual in 1942. A graduate of Colgate, he did graduate work at Brown before joining Prudential in 1932. In 1936 he became a research associate for Life Insurance Agency Management Assn., leaving that post in 1942 to become assistant actuary of Connecticut Mutual. In 1950 he was advanced to associate actuary. He is past secretary of Actuaries Club of Hartford.

Mr. Terryberry joined Connecticut Mutual in 1922. He is a graduate of University of Toronto, where he majored in mathematics and physics. He has been assistant actuary since 1942. All four are fellows of Society of Actuaries.

Reliance Appoints Cook

Reliance Life has appointed William G. Cook assistant actuary. Mr. Cook joined the company from the actuarial department of Metropolitan last April. He is a graduate of Williams College and a fellow of Society of Actuaries.

New Asst. Medical Director

Dr. Merlin T. Ryman has been appointed an assistant medical director of Mutual Benefit Life, effective Oct. 1.

Dr. Ryman has conducted a general practice at Chatham, N. J., for about 15 years and has been anesthetist on the staff of Morristown (N. J.) Memorial

Hospital. He was graduated from Wesleyan University and received his M.D. from the University of Pennsylvania medical college.

Stevens Union Life, Ark., Industrial Agency Chief

Alfred F. Stevens has been elected industrial agency director for Union Life of Arkansas.

Mr. Stevens entered life insurance in 1946 as a debit agent for Union Life at Stuttgart, Ark. In 1948 he was promoted to assistant manager there and later served in the same capacity at Pine Bluff. He became manager at El Dorado in 1949 and a year later was made supervisor of Arkansas industrial sales operations. A navy veteran, Mr. Stevens is a graduate of the L.I.A.M.A. school. He served as secretary and vice-president of Stuttgart Life Underwriters Assn.

State Life, Ind., Appoints Lucus Agency Director

Dihl H. Lucus has been appointed director of agencies of State Life of Indiana, effective Oct. 1.

Mr. Lucus since 1945 has been with Minnesota Mutual Life as a field supervisor and more recently as superintendent of agencies. He entered life insurance in 1934 as an agent of Metropolitan Life, and later served that company as an assistant manager.

Mass. Mutual Names Caps

Massachusetts Mutual has appointed Arthur C. Caps agency assistant. Mr. Caps joined the company's Rochester agency in 1931, and in 1946, was made agency cashier. He is a graduate of the University of Illinois.

Three Training Assistants

Life of Georgia has appointed three training assistants to the staff of G. S. Cutini, director of training.

They are Reuben R. Smith, Nashville; John D. Paulk, Jr., Albany, Ga., and Edward E. Wooten, Gainesville, Fla. Each is a former staff manager and has assisted in conducting schools for staff managers at the home office.

ACCIDENT

Nine Speakers Address San Antonio Association

Nine speakers in brief talks covered the approach, presentation and close for A. & H. insurance at the Sept. 8 meeting of San Antonio Assn. of A. & H. Underwriters.

The talks were given by Irvin Saam, Pacific Mutual Life; W. D. Bacon, General Accident; Maynard D. Shearer, Occidental Life; A. D. Anderson, Occidental Life; C. E. McDonald, Guardian International Life; Emerson Davis, Inter-Ocean; O. D. Harlan, National Travelers Casualty; L. C. Woodham, Great American Reserve, and D. C. Penticuff, California-Western States Life.

20 States O.K. New Forms

Sample policies drafted by Bureau of A. & H. Underwriters under the new uniform individual A. & H. policy provisions law have been approved by 20 states. The new law was enacted in 17 states this year, and there are several states having no law in conflict with the commissioners' model.

Md. Blue Cross Changes

The Maryland department has approved increased rates and some increased benefits for Maryland Hospital Service which is the Blue Cross plan. The new monthly rates for group subscribers are \$1.25 for individual, \$2.50 for husband and wife, and \$3.20 per

family. The corresponding individual rates are \$1.35, \$2.70 and \$3.50.

Hospital indemnity is now granted on the basis of 21 days for each stay in the hospital instead of 21 days per year. Maternity benefits are \$75 instead of \$5 a day for a maximum of 10 days. Private room patients will get a credit of \$7 a day instead of \$5 and those who have had a Blue Cross policy for a year or longer will get a credit of \$3 a day for 90 days instead of 60 days beyond the 21 day full benefit period.

Open Season at Columbus

Columbus (O.) Assn. of A. & H. Underwriters held its first fall meeting Monday with Bernard Hodapp, chairman of the national defense committee of the National Assn. of Foremen, as the speaker.

New officers of the association are Wallace McIntyre, Mutual Benefit H. & A., president; Wilbur Such, vice-president, and U. E. Penwell, American Service Bureau, secretary.

Hallock Detroit Speaker

Robert P. Hallock, western regional manager of Massachusetts Protective and Paul Revere Life spoke at the Sept. 11 meeting of Detroit Assn. of A. & H. Underwriters.

Wisconsin Assn. Activities

Albert A. Anderson, Massachusetts Protective, Milwaukee, president of Wisconsin Assn. of A. & H. Underwriters, has announced plans for state officials to participate in a meeting of the Green Bay association some time in September. Another state activity will be to sponsor a meeting of A. & H. agents at Racine and Kenosha in the near future to form a new local association for those two cities.

Hear Realtor at Milwaukee

Robert H. Jansen, Milwaukee realtor and sales lecturer, spoke on "Humor in Business" at the first fall luncheon meeting of Milwaukee A. & H. Underwriters Assn. C. C. Raisbeck, president, announced that Carl A. Ernst, St. Paul, new International president and former Milwaukeean, will speak at the Oct. 4 meeting.

To Hear Economist

R. Harland Shaw, economist for Illinois Small Business Men's Assn. and National Conference of Small Business Organizations, will speak on "Some Major National Policy Decisions and How They Will Affect Insurance" at the first fall luncheon meeting of Chicago A. & H. Assn. Sept. 18.

Up St. Louis Blue Cross Rates

St. Louis Blue Cross notes have been raised to this schedule: individual (no maternity), \$1.50 per month; two-person (no maternity), \$2.50; family plan (with maternity), \$4; sponsored members (no maternity), \$1.50.

Guardian Life, which recently announced plans to enter the individual A. & H. field, has been elected to membership in Bureau of A. & H. Underwriters.

Who writes what

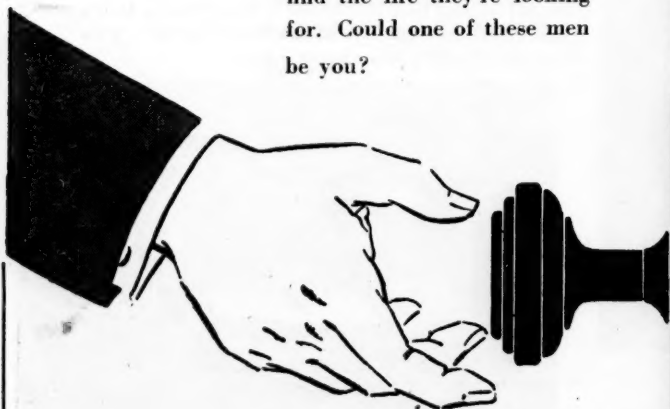
POSTAL LIFE writes precisely the policies you want, and need, in serving your clients — as agents, brokers, or surplus writers.

For particulars see any Postal Life General Agent or write

Roy A. Foon,
Vice President and Director of Agents

POSTAL LIFE
INSURANCE COMPANY
511 FIFTH AVENUE NEW YORK 17, NEW YORK

This ad . . . may be the "door" through which some men will find the life they're looking for. Could one of these men be you?



If you want to team up with a "live wire" organization . . . if you want to join a company that's going places . . . a company that's large enough to be proud of—yet not so large that you're lost in the shuffle, then perhaps the Wisconsin National Life is the place for you. You'll like our Retirement Income pension plan, our group life insurance plan for agents, and attractive contracts with liberal renewals and lifetime service fees and a steady flow of field tested sales tools. Write our Agency Director, Wm. J. W. Merritt.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE: Oshkosh, Wisconsin

General Agency Openings in Wisconsin, Michigan, Illinois, Indiana and Minnesota.

First Legal Reserve Stock Life Insurance Company Incorporated in Wisconsin

Republic Special

Republic session of attended seven so The class to problem developmen Lyman H and train Reinecke associate

Lincoln Stock

Lincoln special m Oct. 9 at vote on ratifying Reliance negotiation summated the board last week

Weaver

Lester is president New York Mr. Weaver company's month per Moore, W Chairman directors of prising pr Wm T. C. 1950. Vice board are Reed W. neth C. P. San Antonio Cal.; Robert and Harry Vice-presi man, Was division; I Cal., Pacific burn, Detr Sioux City H. Coakle division, a Canadian dents are Josef E. George J. Howard J. Leitman, I Quebec.

Revises

Effective & Casualty ance plan group life num of \$1, There are gical benef his depend

United S

\$20,000 caf office empl a daily av staff. Ind averaged 41 the varied according to director.

Changes

Cecil P. the Pennsylv has been a new positio tain his offi vey is a gr been a mem since 1924. Earl R. I Harrisburg, Mr. Harvey analyzer.

COMPANIES

Republic National Holds Special Training Session

Republic National Life held a special session of its training school which was attended by agency managers from seven southwest and midwest states. The class devoted its attention mainly to problems of agency training and development. The session was directed by Lyman E. King, assistant vice-president and training director, and Ralph C. Reinecke, assistant vice-president and associate agency director.

Lincoln National Special Stockholders' Meeting Oct. 9

Lincoln National Life has called a special meeting of the stockholders for Oct. 9 at Fort Wayne to consider and vote on the adoption of a resolution ratifying and approving the purchase of Reliance Life of Pittsburgh. The negotiations for the purchase were consummated under authority granted by the board of directors, as reported in last week's issue.

Weaver Top Club President

Lester E. Weaver of San Francisco, is president of the 1951 Top Club of the New York Life. In becoming president Mr. Weaver established a record as the company's leading agent during the 12-month period ended June 30. Elmer C. Moore, Wichita, Kan., is vice-president. Chairman of the advisory board of directors of the Top Club, a group comprising previous club presidents, is Edwin T. Golden. He was president in 1950. Vice-chairmen of the advisory board are Harry A. McColl, Pueblo; Reed W. Brinton, Salt Lake City; Kenneth C. Fitch, Wichita; S. M. Killen, San Antonio; Edward J. Mintz, Salinas, Cal.; Robert A. Davies, San Francisco, and Harry J. Talman, Worcester, Mass. Vice-presidents are Hubert Nelson Hoffman, Washington, D. C., southeastern division; Lloyd Steadman, San Gabriel, Cal., Pacific division; Shirley J. Wayburn, Detroit, central division; Ben Sekt, Sioux City, Ia., western division; Daniel H. Coakley, Jr., Boston, northeastern division, and Roger Poitras, Quebec, Canadian division. Second vice-presidents are Louis K. Sims, Los Angeles; Josef E. Josephs, Charlotte, N. C.; George J. Lucas, Sioux Falls, S. D.; Howard J. Richard, Boston; Rudolf L. Leitman, Detroit, and Paul H. Bilodeau, Quebec.

Revises Agents' Group Plan

Effective Oct. 1, North American Life & Casualty has revised its group insurance plan for agents. The coverage for group life insurance runs from a minimum of \$1,000 to a maximum of \$15,000. There are also hospitalization and surgical benefits for both the agent and his dependents.

United States Life recently opened a \$20,000 cafeteria lunchroom for home office employees. The cafeteria serves a daily average of over 80% of the staff. Individual lunch checks have averaged 41c, and employee reception of the varied menus has been excellent, according to A. N. Webster, personnel director.

Changes in Pa. Department

Cecil P. Harvey, policy analyzer with the Pennsylvania department since 1945, has been appointed hearing officer, a new position. He will continue to maintain his office at Philadelphia. Mr. Harvey is a graduate of Princeton and has been a member of the Philadelphia bar since 1924.

Earl R. Lollo, who will be located at Harrisburg, has been appointed to fill Mr. Harvey's former position of policy analyzer.

ASSOCIATIONS

Davenport Agents Hold Fall Sales Congress

Approximately 200 agents are expected to attend the sales congress Oct. 11 at Davenport, Ia. Eber Spence, agency vice-president of American United, will be the opening speaker. Others on the program are: Isaac M. Kanarish, member of the Million Dollar Round Table, New York Life, Chicago; William Gentry, assistant director of agencies of New England Mutual, Boston; Kenneth Bentley, member of the Million Dollar Round Table, Northwestern Mutual, Decatur, Ill.; Hal Nutt, director of the Purdue course, and Harold Miller, Council Bluffs, Ia. Mr. Spence will also be the guest speaker at a banquet given by the Managers' Assn. of Davenport Wednesday evening.

Record L.U.T.C. Classes

Plans are underway to accommodate a record number of enrollments in Life Underwriter Training Council classes this fall, according to Halsey D. Josephson, L.U.T.C. chairman of the New York City Life Underwriters Assn. Classes will commence during the last week of October and the first week of November. Charles E. Drimal of the Ralph G. Engelsman agency of Penn Mutual, and Bert W. Steinberg, supervisor with the Solomon Huber agency of Mutual Benefit, have been appointed to the New York City teaching staff. In addition to Manhattan, classes will also be held in the Bronx, Brooklyn, Long Island City, and Hempstead. Chairmen for these classes are David J. King, Edward Rosenbaum, Warner Severins, and Ivan Vrbancich.

Slate Courses at Wichita

Insurance courses announced for Wichita by the University of Kansas extension department include both the first and second year L.U.T.C. courses starting in early November, and a business insurance institute Nov. 9, sponsored by Wichita Assn. of Life Underwriters and the Kansas association, with Leon Gilbert Simon of New York as instructor. William Quinlan will instruct the first year L.U.T.C. course and John V. Coe, Massachusetts Mutual, the second year.

Walter A. Bowers, estate planning consultant of the B. A. Hedges agency of Business Men's Assurance, spoke at the opening meeting of the Wichita association Sept. 13.

N. Y. Agents in "Jamboree"

The Bronx branch of the Life Underwriters Assn. of New York City held a "Dutch Treat Jamboree" at the Hotel Evans, Loch Sheldrake, N. Y.

The Brooklyn branch of New York City Life Underwriters Assn. will meet Sept. 28 to award diplomas to L.U.T.C. graduates. Edward L. Rosenbaum, general agent of Mutual Benefit Life, will award the certificates.

La Crosse, Wis.—Dwight H. Teas, district agent of Aetna Life at Wisconsin Rapids, talked on "Prestige, Its Care and Feeding" at the opening fall luncheon meeting of the Western Wisconsin association.

Madison, Wis.—New officers are: Carl J. Homann, Mutual Trust, president; Ray J. Dean, Bankers Life of Iowa, vice-president; J. R. Zimdars, Mutual Life, secretary; Joseph P. Betker, Old Line Life, treasurer.

Lansing, Mich.—E. J. Moorhead, executive vice-president of United States Life, addressed this week's "Kick-off" meeting on "The More It Is the Same". He pointed out the tasks and opportunities of life salesmen, comparing those of yesterday with those of the present and future.

Hempstead—Long Island Branch of New York City association was scheduled to hold its first meeting of the year Sept. 14.

Purdue Course Has 44 in Its 17th Graduating Class

At the 17th commencement of the Purdue Life Insurance Marketing Institute a class of 44 completed their year of training. The commencement address was given by George S. Severance, Ohio National, Chicago.

As part of the day's activities, Lowell F. Schwinger, general agent of Northwestern Mutual at Cedar Rapids, Ia., presented a dramatic new concept of life insurance in action, which he called "A Balanced Family Capital Account." Mr. Schwinger said that in order for a

person to be financially successful he must have a balanced investment account, investing part of his equities in fixed dollar investments and part of them in equity investments.

Observes Constitution Date

American United observed the 164th anniversary of the signing of the constitution of the United States in ceremonies at the home office in Indianapolis Sept. 14. Dr. Frank H. Sparks, president of Wabash College, was speakers, and De Witt Carter, board chairman, presided at the meeting.



I just gave myself a Promotion!

I'm a firm believer in recognizing ability... even when it's my own. So when I found out about Protective Life's openings for General Agents, I picked my spot and signed up in a hurry. To me, it's the perfect opportunity for a man who is qualified and ambitious. That's me! How about you?

Protective has much to offer its General Agents. Want the facts?



GENERAL AGENCY OPENINGS IN TEXAS, KENTUCKY, NORTH CAROLINA, AND GEORGIA

For further information, write to C. B. Barksdale, Supt. of Agencies



Serving the South Since 1907. Insurance in force over \$419 million

LIFE SALES MEETINGS

Final Provident Mutual Regionals Draw 550 Agents

More than 550 agents attended Provident Mutual Life's third and fourth regional meetings of 1951 at Lake George, N. Y., and Chicago. James H. Cowles, agency vice-president, opened both meetings, which featured programs of stimulating business discussions and a variety of recreational activity.

The Lake George meeting attracted about 300 agents from the New England, New York and New Jersey areas. John T. Wilver, assistant manager of agencies, presided at a session on business insurance. Talks by Charles Liebowitz and Clancy D. Connell, New York City, were followed by an announcement of the company's new business insurance course by Nelson A. White, director of education and training.

Linton Talk Optimistic

President M. Albert Linton discussed "Life Insurance in Today's Economy." He gave much the same talk at the Chicago meeting. "The outlook for life insurance sales in this period of defense economy is good," Mr. Linton said. "The defense effort is going to put large amounts of income into the hands of the people," he continued, "and, despite higher taxes, a large reservoir of individual spendable income will remain. The agent, not plagued by material shortages or priorities, is in an enviable position because he can select his prospects freely—seeking out those who have the needs, and income. Only the agent's personal energy and abilities limit the scope of his business activi-

ties."

"Keeping on the Track" was the theme of a session at which William A. Carrodus, agency secretary, was chairman. Speakers were Douglas C. Curtis, Hartford; William R. Brush, Boston, and Edward G. Zambelli, Allentown, Pa. Joe B. Long, manager of agencies, gave reasons why some agents fail while others succeed, pointing out that a sales talk seems effective only when it is delivered with the sincerity and conviction of the agent himself.

Chairman of the session on "My Plans for This Year," was C. Sumner Davis, director of agency department administration. William H. Weller, Syracuse; Stanley A. Davis, Albany, and Kermit F. Dow, Westfield, N. J., spoke.

Chicago Meet This Week

The Chicago regional, last of the year, is being held Sept. 12-15, with about 250 midwestern and Texas agents attending. The business insurance session was presided over by William T. Moffly, Jr., assistant manager of agencies. Will H. Lausman, Louisville, and George E. Aikin, Davenport, Ia., were speakers.

Frederick J. Kiefner, advertising and publications manager, headed the session on "Keeping on the Track." Talks were given by J. Sterling Rickards, Chicago; Edwin F. Pierle, Cincinnati, and Ray T. Wright, Lawrence, Kan.

Sumner Davis again presided over the session on "My Plans for This Year." Coleman Clark, Chicago; Clarence W. Markham, Ann Arbor, Mich., and Hobert E. Brake, Jr., Sioux City, Ia., were speakers.

Mr. Cowles concluded both regionals by summarizing the various talks.

N. Y. Life Managers Meet with Group Executives

Regional group managers of New York Life met in New York City with executives of the group department to discuss plans and procedures covering sales and administration. Wendell Millman, vice-president in charge of group insurance; Paul Norton, assistant vice-president in charge of group sales, Arthur Browning, assistant vice-president in charge of group administration, and Don Cody, group actuary, presided at various sessions. Managers attending were Robert E. Purdy, northeastern division, Boston; William L. Fehon, Jr., southeastern division, Washington, D. C.; Ervin C. Jones, central division, Chicago; William F. L'Heureux, Pacific division, San Francisco; William R. Livingston, Canadian division, Toronto; and Anthony F. Noll, Jr., New York City district group office.

Continental Assurance to Hold Chicago Convention

Continental Assurance will hold its 40th anniversary Pyramid Club convention Sept. 27-28 at the Drake hotel, Chicago. More than 295 qualifiers, an all-time high, will attend. Featured speaker will be Frank H. Beach, professor of marketing, University of Illinois, whose topic will be "Play It Like the Pro". Business sessions will include two panel discussions, one devoted to "Selling—Town and Country", the other, "A Century-Plus of Know How". The "Town and Country" panel will be composed of rural and metropolitan agents who will provide a comparative basis for measuring sales technique. The second panel will be composed of veterans whose years of service total more than 100. Panel members will give their knowledge of company policies and procedures to men less familiar with its operation.

Premium leaders for this year's club are veteran producers Dwight G. John-

son, Philadelphia; Myron Beitman and Irvin Yoffee, Harrisburg, and Joshua B. Glasser, Chicago. Volume leaders are Harry M. Bittner, Jr., Detroit, \$2,065,400; Messrs. Beitman and Yoffee, \$1,359,289, and Mr. Glasser, \$1,317,975. Leaders among new qualifiers are Stanley Wasser, Miami, and Jerome J. Blum and Abraham Zeeman, New York City. Frank Aragona, New York City, led in volume with \$857,423, followed by James McDonnell, Detroit, \$711,080, and Mr. Zeeman, \$597,600.

400 Attend Security Mutual, N. Y., Rally

The more than 400 qualifiers attending the Security Mutual Life of Binghamton convention at Dixville Notch, N. H., were treated to a fare bountiful with practical sales tips.

The program included talks by company officers and descriptions of new company policies as well as addresses by the top producers. Some of the highlights of the sales talks will be carried in a later issue.

Provident L. & A. Holds Montreal Convention

Provident L. & A. held its second consecutive convention outside the United States when company representatives met at the Mount Royal hotel, Montreal. One hundred fifty-five leading fieldmen, home office staff members, and wives attended the meeting. Highlight of the convention was the awarding of persistency bonus checks to members of the Maclellan Circle, an honorary organization giving recognition to producers leading in volume, average policy, and persistency.

Columbian National Picks 1952 Convention Site

Columbian National Life has selected Wentworth By-the-Sea, Portsmouth, N. H., for its 50th anniversary convention, June 5-7, 1952. Attendance is based on membership in one of the company's two top production clubs between Jan. 1, 1951, and Mar. 28, 1952. The company's general agents will meet two days before the convention.

French Group at Chicago Devotes Full Day to A. & H.

The group of French insurance executives visiting this country, who spent much of last week at Chicago, devoted all day Friday to a session on A. & H. insurance at the home office of Continental Casualty. The hosts for the occasion were J. M. Smith, first vice-president and head of the A. & H. department, and Louis C. Morrell, vice-president, who welcomed the visitors. R. J. Glasgow, assistant secretary and

superintendent aviation accident division, acted as chairman.

At the morning session, problems of the commercial and disability divisions were presented by William C. Woodyard and George W. Fitzsimmons, superintendents of agents of those divisions, and William E. Racine, superintendent general group division, spoke on "Selling Group A. & H. Insurance."

The afternoon program included: "A New Approach: The Intermediate and Wholesale Divisions," Robert Vogel, superintendent of agents intermediate division; "The Specialty Lines: Aviation Accident and Special Risks Divisions," Frank McCullough, superintendent special risks division; "Branch Offices in the A. & H. Business," B. K. Holliday, administrative assistant A. & H. branch offices; "Advertising and Promotion," Norman E. Anderson, director A. & H. advertising.

Mutual Life Offers Radio Program to Fight Inflation

A transcribed, 10-minute dramatic radio program, called "The Trial of Mr. Inflation," which Mutual Life will offer the program to radio stations throughout the country as a public service, made its debut over Houston radio station KXYZ at the time of its convention there.

Directed and acted by the same group of professionals who enact Mutual Life's public health radio programs, "The Trial of Mr. Inflation" focuses on "testimony" by "prosecution" witnesses including "John T. Mintworthy, in charge of the national budget," who accuses "Mr. Inflation" of forcing him to borrow and to tax; "Het-up Housewife" who "testifies" that he compelled her to borrow money to buy a "widget;" and "Henry Manufacturer," who "accuses" the "defendant" of forcing him to double the price of "widgets" in order to meet employee demands for higher wages.

"Testifying" in his own "defense," "Mr. Inflation" asserts: "I am not real. I am a state of mind. I am the greedy self in every one of you. People have created Mister Inflation so they would have a scapegoat. But, I tell you, inflation is everybody's fault."

The "presiding judge" passes sentence. "I sentence the American people," he says, "to all the misery and unhappiness caused by inflation . . . unless each citizen will save more, spend less, produce more and drive inflation from the land. Then, I will suspend sentence. The people are on probation."

Postpone Ohio I.W.O. Hearing

The Ohio department has postponed until Oct. 2 a hearing on the revocation of the license of International Workers Order pending outcome of action against the order in New York. Courts there ordered the order dissolved, because of communist tendencies, but appeal has been taken.

build
your
security
the

All-American
Way

A GENERAL AGENCY
COMPANY

HARRY S. McCONACHIE
Vice President

American
Mutual life
INSURANCE COMPANY
DES MOINES, IOWA



An Old Line Company with an outstanding Record of the Low Net Cost.

Ins. in Force December 31, 1950—\$223,276,545.

Agency Openings for Lutherans in 21 states.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

Basic Still

Sales curs m has a g markabl owner's jectives, presiden tual Life It goes human dollars Because accompl to under 20% of ments. still put because done a p stand it have fai to tell th Enumer

What If the flation o his wife crease th the effe of the de dollars Every o insignifi powerful If the cident o to make pendants for him now est for him provision paid wil emergen Does sional er need cas ness in some un surance provide a lenders a reasonable payment venience leave m beneficiar Special M

If the needs fo be sure so that hi and clear business out his i with cash leaving th agement

Shown h J. P. Fordy mer camp Lovejoy, H liam J. Sch M. Grosten winners we

SALES IDEAS OF THE WEEK

Basic Purposes Still Sell Best

Sales success in the life business occurs most frequently when the agent has a genuine belief in it and its remarkable capacity to achieve for its owners their numerous and varied objectives. Roger Hull, executive vice-president, told the conference of Mutual Life production leaders in Houston. It goes farther and faster to more human goals than any other purchase dollars can do.

Because of this remarkable power of accomplishment, those who have come to understand it, frequently put 15% to 20% of their income in premium payments. The only reason many people still put 2% or 3% or less into it is because agents and companies have done a poor job of making them understand its power of accomplishment—have failed to emphasize these powers, to tell the story often enough.

Enumerates the Powers

What are those powers?
If the prospect fears the effect of inflation on what he will leave to support his wife and children, insurance can increase the number of dollars and offset the effect of depreciation in the value of the dollar in part or in whole. Thirty dollars will buy \$1,000 of protection. Every other hedge against inflation is insignificant in comparison with this powerful instrument.

If the prospect is concerned that accident or disease may curtail his ability to make reasonable provision for his dependents, insurance will carry forward for him without fail any program he now establishes, by paying premiums for him under the waiver of premium provision. The fact that premiums are paid will increase the loan value for emergency, year by year.

Does the prospect apprehend occasional emergencies in which he might need cash for reasons of business, illness in the family, necessary travel, or some unforeseen misfortune? The insurance policy, after a few years, will provide a loan quicker than most other lenders available to him and at more reasonable rates. Insurance permits repayment more completely at his convenience than other lenders—and will leave most of the protection for his beneficiaries in force all the while.

Special Needs

If the prospect has other special needs for protection, if he wants to be sure the mortgage will be paid off so that his family will have a home free and clear, if he wants to be sure his business associates will be able to buy out his interest to provide his family with cash to buy an income, instead of leaving the family with business management problems, if he wants to be

sure funds will be available for college when son and daughter reach age 17—this remarkable instrument of accomplishment called life insurance can take care of all such needs, Mr. Hull declared.

If the prospect wants his wife and family to be free after his death from problems of investment, including the risk of heavy losses and wants them to receive an income regularly every month, as long as they live, and yet have flexibility to obtain extra funds in emergency, insurance can achieve these objectives.

Can Ride Two Horses

The prospect can ride two horses simultaneously—be sure his dependents are provided for if he dies, but have an income certainly payable to himself on retirement as long as he lives, and to his wife as long as she lives if he dies first. Insurance automatically takes care of whichever contingency develops.

For his wife and children, dependent parents and other loved ones, life insurance means security.

This is the simple concept of insurance that makes for sales success, great producers. There is the product, but agents still have to sell it on the basis of what it will do for people.

Institute of Home Office Underwriters Lists Speakers

The annual meeting of Institute of Home Office Underwriters will be held at the Edgewater Beach Hotel, Chicago, Nov. 8-10. Among the speakers will be John O. Todd, Northwestern Mutual, Chicago; Dr. William H. Scoins, chief medical director of Lincoln National; Earl M. MacRae, actuary Occidental Life of California, and Walter H. Saitta, agency vice-president of Peninsular Life. James Q. Taylor, underwriting director of Northwestern National, will be general chairman of the meeting. The presidential address will be given by John T. Acree, Jr., president of Lincoln Income Life.

An executive committee meeting will be held Wednesday afternoon preceding the meeting, at which the committee chairmen will give their reports. An informal reception will be held Thursday evening, Nov. 8.

Advance registrations indicate that over 450 will be in attendance. Ray E. Button, vice-president in charge of reinsurance of Republic National, is in charge of registrations. Special entertainment has been arranged for wives of members and guests.

Companies recently admitted to membership in the institute include: American Bankers Life, Waco, Tex.; Old American Life, Seattle; Companion Life, New York; Security Benefit Life, Topeka; Western National Life, Amarillo, Tex.; and Family Security Life, Spartanburg, S. C. Membership is now 212.

N.Y. Life Names District Group Chiefs in Boston, Dallas, Montreal, Vancouver

New York Life has appointed as district group supervisors William J. Harford at Boston, John R. Maddock at Dallas, Paul E. LeMay at Montreal, and Arthur T. J. Physick at Vancouver.

Mr. Harford, a graduate of Harvard, was with Prudential's group department four years, for the last two as district group sales manager at New Orleans. He is a marine corps veteran.

Mr. Maddock is a graduate of Lafayette College, served in the navy, and in 1946 started with Aetna's Newark group office, later was manager in Camden, N. J., last year was transferred to New York as home office representative. He joined New York Life in June and has been at the New York district office.

Mr. LeMay, a graduate of St. Laurent College, went into group insurance at Montreal with Confederation Life, then was in personnel work with Aluminum Company at Arvida, where he helped administer its group plan. In 1946 he became assistant group supervisor in Montreal for Great-West Life.

Mr. Physick has been at the Vancouver office of William M. Mercer,

Ltd., for four years, where he handled brokerage service on large group cases. A graduate of University of British Columbia, he was supervisor in the Vancouver department of health and welfare for two years, handling hospitalization plans, pension plans and veterans' allowances. He is a veteran.

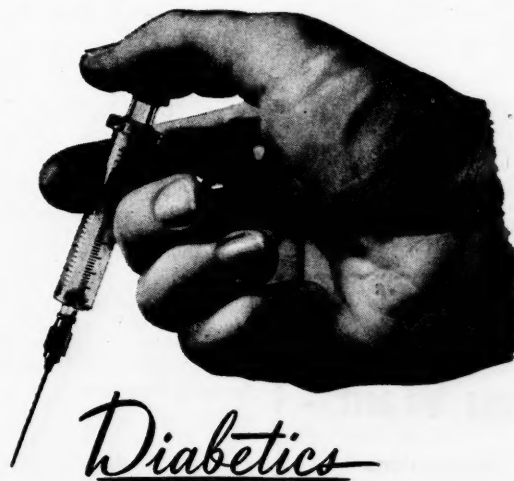
Vandeputte Gets Minn. Post

M. W. Vandeputte has been appointed general agent for Old Line Life of Milwaukee in south central Minnesota, with headquarters at Fairbault. He has been a field superintendent for Old Line since his graduation from University of Minnesota in 1947.

The J. Jerome Miller agency of Life of Virginia at Chicago paid over \$2½ million in its first year of production—a record for any new agency representing the company. The agency also led in production for August.



J. Jerome Miller



Diabetics can buy FAMILY INCOME

Also offered for the first time to Diabetics

- ★ One Year, 5 Year Non-Renewable, 10 and 15 Year Term
- ★ Half Rate Plans: Double Protection to 65
- ★ Reduced Extras on Endowments
- ★ \$75,000 Limit: Ages 20-60

Branch Offices in the Following Cities

Baltimore	Detroit	Los Angeles	Portland
Chicago	Hartford	Newark	Saginaw
Cincinnati	Honolulu	Philadelphia	San Francisco
Cleveland	Lansing	Pittsburgh	Seattle

Also licensed in the District of Columbia, Arizona and Idaho.

YOUR OWN COMPANY FIRST . . . THEN

THE
MANUFACTURERS
INSURANCE **LIFE** COMPANY



Shown here with Manhattan Life President Thomas E. Lovejoy, Jr., and Chairman J. P. Fordyce are six agents who won 13 of the 15 Manhattan Club and Fordyce summer campaign awards presented at the annual agency conference. From left, Mr. Lovejoy, Harry Levey, Beverly Hills, Cal.; John M. Demerest, New York City; William J. Schloen, Jr., Beverly Hills; A. Linus Pearson, Seattle; Mr. Fordyce, Richard M. Grosten, Los Angeles, and James G. Runni, New York City and Miami. Other winners were H. L. Regenstein, New York City, and Cecil M. Schilling, Burbank, Cal.

Mutual Life Program Betters Position

(CONTINUED FROM PAGE 2)

tual announced a whole new keg of nails did not overshadow demonstrations of new know-how in driving home the nails.

REDUCTION DETAILS

Reductions in gross premiums are greatest naturally on life paid up at 85 and longer term plans containing the greatest mortality element and least on plans of shortest duration which contain high investment elements and little opportunity for mortality gains. Mr. Hull pointed out. On a few plans increases occur. For example, the present rate for 10 year endowment at age 25 is \$104.15. The new rate will be \$106.32.

Mr. Hull illustrated how the selective revision of rates very substantially improves the company's competitive position among 27 leading companies. Instead of being at the bottom, or close to it, on such popular contracts as 10-pay life, 20-pay life, 20-year endowment, 10-year term, life at 65, endowment at 65 and life at 85, Mutual Life with its new "A" series of policies will be well up on the list, in some instances fifth, fourth, second and, in at least one instance, first.

Only slight reductions were possible on the preferred risk policy, which already was a low-premium policy: age 25 present initial premium \$16.97, new premium \$16.88; age 40 now \$27.70, new \$27.27, and age 55 now \$50.80, new \$49.48, lowest initial rate of any company at age 55, and at 25 and 40, second.

Dividends of the new "A" series will be smaller because the premium is smaller. Illustrative dividends will also be smaller than on the present series. As far as possible, illustrative dividends have been reduced by the approximate amount of the premium reduction and will generally produce the same 20-year

net cost. Since dividends will be smaller, the amount of paid-up additions purchased by dividends will be smaller and a longer period will be required to pay up policies if dividends are left.

However, the new policies call for no surrender charge beyond the 15th policy year, making Mutual's net ledger cost more favorable in the 10th and 15th years, approximately the same as the 20th and somewhat less favorable after the 20th.

In addition to the effects on policies indicated in last week's issue, the new gross premium rates result in a reduction in premium of about 2½% of the premium on 5-year modified life. On juvenile life plans premiums are reduced, substantially on life paid-up at 85. Premiums are reduced on family income and decreasing term riders by amounts varying with age at issue and term of rider, but premiums are payable to two years before end of term instead of three years as formerly. Slight reductions have been made in the double protection rider.

Income, Mortgage Protection

Also, reductions of from 2 to 3% of premium have been made in income and mortgage protection policies, and from 3 to 7%, depending on age at issue, sex and maturity age, in retirement income. For single premium life policies, the reduction is about 4% at 25, 2% at 40 and very small at 55. For 20-year endowments, reductions are about 1% at the young and middle ages; slight increases at ages over 57.

Premiums for life annuities are increased below 64 and appreciably decreased over that age, especially on women. Refund annuity premiums are similarly affected, the new premiums for women being lower after 59.

There is a modest reduction in double indemnity and waiver of premium. On occupational ratings, extra charges will terminate on the policy anniversary nearest 65. Instead of charging a lower extra premium for the full term of endowments, the same extra as for life plans will be charged for the period ending five years before endowment date.

Juvenile Revisions

The premium protection provision on juvenile now expires at 25 instead of 21. Further, it can be added to certain policies up to and including age 14 instead of age 10 as previously. Waiver of premium and double indemnity are available at age 5 except for return of premium contracts.

The increase of first-year commissions on new policies from 45 to 50% graded will mean that in spite of the reduction in premiums the dollar amount of commission for a given policy amount, in all but a few cases such as short-term endowments and all term, will be more than it was on the higher premiums. Renewal commissions remain the same.

Mutual has been considerably out of line on elections made by the insured for himself on surrender or maturity or by the beneficiary after the insured's death, under optional settlement 3, Mr. Hull continued. The distinction as to who elects, in which Mutual Life was unique, has been eliminated. This substantially improves its competitive position on contracts for retirement purposes.

Jack Kennedy to Retire

Jack Kennedy, veteran district manager in Multnomah and Washington counties, Oregon, for Harry K. Coffey & Associates, will retire Nov. 1 following more than 20 years with the organization. Mr. and Mrs. Kennedy will live at Los Gatos, Calif. He will be succeeded by William M. Roisum, sales manager for the past five years. The Coffey organization represents Mutual Benefit Health & Accident, United Benefit Life and United Benefit Fire in Oregon, Washington, western Idaho, and Alaska.

In general, the guaranteed life income under the new policies will be higher—considerably higher at the older ages. Following are examples of the guaranteed life income rates under old and new bases. The new guaranteed rates will be particularly helpful in programming life insurance in the retirement age range, where the life income usually begins:

Guaranteed Monthly Life Income per \$1,000				
Option 3 with 10 years certain				
Age	Current "Payee" Election	(Z) Policies "Non-Payee" Election	"A" Policy (All Elections)	
Male				
55	\$4.52	\$4.85	\$4.79	
60	5.08	5.47	5.42	
65	5.75	6.19	6.19	
70	6.50	6.98	7.08	
Female				
55	4.05	4.32	4.25	
60	4.52	4.85	4.82	
65	5.08	5.47	5.55	
70	5.75	6.19	6.45	

No change is made in options 1, 2 and 4, which continue on a 2% minimum interest basis.

The life income options 3 and 6 continue to be subject to increase by additional interest as determined from year to year, notwithstanding the adoption of the more liberal guaranteed income basis. Guaranteed returns under options 1, 2 and 4 are also subject to such increase.

Options on Surrender

The new "A" series of policies provide for payment of the full reserve from the end of the 15th policy year instead of the 20th year. Values are computed by the standard nonforfeiture value method, this being the practice of the great majority of companies. The new method of defining cash values in the policy contains less technical word-

ratings up to 325% are now available. For classes above 325% rates will be announced later.

Old class A and most of B now become class 1. Old rates for life at 85, age 40 for A and B were \$4.83 and \$6.33. New rate for class 1 is \$4.52. Old class C and a very small part of B become class 2. Old rates were \$6.33 and \$9.25; new class 2 rates, \$7.58. The old rates for most of D and E were \$12.04 and \$14.72; new rate for 3, \$11.27. Old rates for F and H, \$17.33 and \$22.31; new rate for 4, \$16.21.

Mutual Life now will write substandard term for classes 1 and 2, or up to numerical ratings of 190%. Double protection riders will be issued for 1 and 2. Family income will get substandard up to 3, covering numerical ratings up to 240%.

Occupational Ratings Down

Occupational ratings also have been reduced on about 750 of the 1,000 extra ratings listed in the special classes. The reductions range from 50 cents to \$1 each and about half are \$1.50 or more. The new ratings place the company in the group with the lowest extra premiums in current use.

Discussing the company's plans to underwrite accident and sickness, Mr. Hull noted that it will be at least six months before issue of business. Additional personnel must be selected; policy forms developed and filed with state insurance departments, rates calculated, record systems established and many other details. Its A. & S. rates will be quite competitive, the policies participating.

The company will start slowly with a few policy forms and expand the operation as experience justifies it. The

Premium rates for a life income of \$10 a month, with a 10-year period certain, compare as follows:

Plan	Face Amount	Maturity Age 55—Male Annual Premium			Face Amount	Maturity Age 65—Male Annual Premium		
		Age 25	Age 40	Age 55		Age 25	Age 40	Age 55
Retirement End.	\$1,000	\$60.11	\$139.19	\$175.43	\$1,000	\$33.87	\$62.21	\$175.43
Income End.	1,024	61.45	140.54	180.90	1,064	35.61	65.20	189.30
End. Annuity	1,500	67.70	150.83	200.09	1,500	42.41	75.73	200.09

ing and avoids the frequently misunderstood references to deductions from the reserve ("surrender charge").

The new cash values are generally slightly lower in the early policy years, higher at the middle durations and somewhat lower at the longer durations than values in current issues. This will give it a better competitive position on cash values at the 10th and 15th years.

With the single, new retirement endowment contract, the company also improves its position substantially. It was noted that Mutual is almost alone with its provision to permit premium payment to continue 10 years after normal maturity date on retirement endowment.

Substandard rates are being reduced and the number of classes cut from 10 to five or six and reclassified 1, 2, 3, etc., rather than A, B, C, etc. The rates for the first four classes covering numerical

policy will be to underwrite cases quite carefully and handle claims as liberally as prudence permits.

Success of the venture will depend in large measure on the quality of selection at the source. The company will depend largely on agents to select business carefully and solicit only kinds of business which experience indicates can be profitably underwritten. The field forces will be given, through managers, proper training in selling A. and S.

There will be no group or industrial. Benefits will be payable 52 or 104 weeks. Policies will be annual renewable—at the option of the company.

PANEL OF OFFICERS

A panel of company people answered questions dealing chiefly with the changes. On this Messrs. Douglas, Daw-

GENERAL AGENCY OPENING IN SAINT LOUIS

A well-established general agency (more than \$15,000,000 business in force) of an old and highly reputable billion dollar company now is open in metropolitan Saint Louis.

A real opportunity for a capable field underwriter who has both aptitude and desire to enter management end of the life insurance business, or for a successful agency head who desires a broader field of operations.

Attractive training and financial arrangements for the man selected. Every modern sales and training aid, together with salary plans, will be provided for the recruiting and training of new agents.

Inquiries will be treated as strictly confidential. In reply please give complete qualifications.

Address H-10, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Agents!

Do You Want--

- ✓ Large Commissions
- ✓ Steady Renewals
- ✓ Standard Policies

(rates and provisions competitive with every old line legal reserve life company in the U. S.)

- ✓ Special Policies

(two of them, both sure-fire best sellers.)

- ✓ Established Territories in the South

- ✓ Brand New Territories in Texas and Oklahoma

- ✓ A Sound Company

National Equity Life has operated in the South for 28 years, and is now expanding into Texas and Oklahoma.

This may mean unusual opportunities for you.

Write today for full information.

NATIONAL EQUITY LIFE INS. CO.

Little Rock, Arkansas

C. E. LOWRY, President

available
will be an-
now be-
life at \$5
and \$6.32
Old class
B become
and \$9.25;
old rates
and \$12.04
Old rates
2.31; new
substand-
or up to
double pro-
r 1 and 2
standard up
ngs up to

have been
0,000 extra
sses. The
nts to \$5
or more
company in
ra premi-

plans to
ness, Mr.
least six
ss. Addi-
ed, policy
state in-
calculated,
nd many
s will be
s partici-

owly with
d the op-
it. The

certain,

—Male
ium
Age 55
\$175.42
180.30
200.05

ases quite
liberally

depend in
selection
ill depend
ness care-
business
be pro-
d forces
rs, proper
ndustrial
04 weeks
wable—at

answered
with the
las, Daw-

son, Hull, Hale, Leigh Cruess, vice-president and chief actuary; Oliver M. Whipple, financial vice-president; Andrew Webster, manager of selection; Dr. Richard Willis, medical director; C. B. Reeves, 2nd vice-president in charge of public relations; J. McCall Hughes, comptroller; and R. R. Stroud, assistant to the president.

Mr. Cruess emphasized that sales are made primarily because of human needs, and both he and Mr. Hale stressed the hope of management that agents would continue to sell as they have been doing, that they will not now present the prospect with a lot of arithmetic to reflect the company's improved position with respect to competitors. Mr. Cruess noted that competition is met in less than one out of 12 sales. However, he added that agents do meet competition; when they do, the company now is in a much better position to hold its own.

Position in Nine Areas

On the new series of policies Mutual Life agents can meet competition in several areas instead of one or two, Mr. Cruess added. In each nine important areas of competition Mutual stands up very well: level of gross premiums, 10th year cash values, 20th year cash values, average net cost over 10 years on a continuing policy, the same over 20 years, average net ledger cost over 10 years assuming surrender, the same over 20 years, life income at 65 purchasable by gross premium of \$100 without considering dividends and life income at 65 per \$1,000 of insurance.

Mr. Cruess said the company could reduce unit expenses by 39 cents per \$1,000 over the first 20 years of the policy by increasing volume \$50 million.

Herbert L. Wickstrand, Seattle, was named "field underwriter of the year" and received the big sterling silver cup donated by 12 past presidents of the National Field Club. Jacob W. Shoul, the company's top-ranking producer, made the presentation. Mr. Wickstrand, with Mutual Life since 1937, is a five-time member of the Top Club, and has qualified 11 times for the National Field Club. He is a C.L.U. and a member of the Million Dollar Round Table.

Personal Touches

Though the convention was a serious affair with a lot of business to cover—managers held sessions when there was a gap in the formal program, for example—there were many personal touches. Mr. Hale, who did an outstanding job as chief presiding officer, noted several birthdays from the platform and one honeymoon—that of Hugh and Dorothy Robinson of the Columbus agency.

William R. Baker, Jr., president of Benton & Bowles, the new Mutual advertising agency, flew to Houston in the agency plane (and at agency expense, Mutual officers hastened to state) with Vice-President Holcombe Parkes and Account Executive Philip Warner. Mr. Baker is the son of a Mutual Life agent at Newark who formerly produced more than \$1 million a year, now inactive. There was one congressman on hand, E. L. Sittler, Uniontown, Pa., the former mayor there. Wesley J. A. Jones, director of A. & S. sales training beginning Oct. 1, was introduced and made a popular 1½ minute talk.

One feature was broadcast over a local station during the convention of Mutual's new 15-minute anti-inflation program, which is being used by radio stations and which is getting a fine response.

It is one of the things turned out by Mr. Reeves' department, members of which—Russell Vemet, Carl Cefola, John Brion, Mr. Reeves himself—did such a fine job in Houston.

Nicholas Aboltins, Myer agency, New York, told a moving story of his work in selling people of his native Latvia who now live in America and of his and their appreciation of its opportunities. Mr. Douglas closed the convention with a fine talk on Mutual, life insurance, and international affairs.

Denies New Trial

LINCOLN, NEB.—District Judge Polk has overruled a motion for a new trial in the case contesting the legality of the Bankers Life Company of Nebraska retirement plan. Three policyholders had brought suit, seeking to have the retirement plan declared illegal and the \$594,456 retirement plan reserve restored to surplus.

On May 4 he handed down a decree declaring the plan "non-discriminatory, reasonable and valid and not in violation of the statutes of Nebraska."

J. E. Nicholson Advanced

Jack E. Nicholson has been promoted to assistant manager at Pasadena, Cal., of Prudential. Joining Prudential in the Walter Payne agency at Los Angeles in 1949, Mr. Nicholson served there one year and then transferred to the Pasadena agency.

Phila. Phone Directory Out

The 1951 Philadelphia insurance telephone directory is now ready for delivery. Copies may be obtained for \$1 from the National Underwriter Co., 420 East Fourth street, Cincinnati 2, O.

FRATERNALS

Gall Named Assistant

Actuary of Aid Association

Aid Assn. for Lutherans has appointed John Gall as assistant actuary. He has been with the association since 1946. He was previously with the Illinois department and Continental Assurance. He is a graduate of University of Michigan, an associate in the Society of Actuaries and a navy veteran.

Modern Woodmen Sets

Juvenile Campaign Record

Modern Woodmen completed a record breaking junior campaign during July and August, with a total of \$7,141,569 juvenile insurance written. The \$5,765,729 total new business, both juvenile and adult, written in August, made it the best production month since October, 1929.

Of the two-months' \$7 million juvenile insurance, \$2,965,000 was written on permanent forms and \$4,176,000 on term.

May Extend Pa. Premium

Tax to Home Companies

HARRISBURG—Pennsylvania's 2% premium tax on out-of-state insurers would be expanded to include all insurance written by Pennsylvania stock companies—life, fire and casualty—and by all mutuals under a tax program approved by the house Republican majority caucus.

Fire, casualty, marine and excess re-insurance premiums of Pennsylvania stock companies are now taxed at the rate of 8 mills. There is no levy on life premiums of Pennsylvania companies or mutuals.

State fiscal officials estimate that elimination of the exemptions would yield about \$2½ million a year in additional state revenue. The 2% tax on "foreign" stock company premiums produces nearly \$10 million a year at present, with the great bulk accounted for by life insurance. This goes into a special fund for payment to municipal pension funds. Money derived from expansion of the tax would go into the general fund.

The tax program will be given to the house next Monday as a "compromise" for the house-passed but senate-killed state income tax.

Thore Tells Claim Men How to Hit Government Control

(CONTINUED FROM PAGE 2)

would provide retirement benefits for a worker and his wife of about \$200 per month, with correspondingly higher death benefits and a payroll tax base of \$6,000. These higher benefits would make private pension and insured welfare plans less essential. Paying more social security taxes would be deflationary, they argue. Labor would be more mobile than under a private pension system."

Mr. Thoré said that some people who propose that government benefits be substituted for privately insured benefits are trying to create confusion as to the meaning of individual responsibility by referring to government benefits as insurance. He quoted a couple of distinguished professors as trying to make out that social security is "self-reliant protection" and should be so high as to leave little need for supplementation by private pension plans.

Taxes \$5 per \$100

Discussing the impact of taxes on life insurance, Mr. Thoré said that state and federal taxes currently are taking on the average about \$5 out of every \$100 of net cost of insurance policyholders, a high price to pay for the privilege of saving money.

"Obviously, the tax on life insurance companies cannot be very much higher without discouraging people in their desire for security," he said. "Moreover, excessive taxation of our business would stimulate a greater demand for more government handouts."

Mr. Thoré also talked at some length on what the companies are doing to help in the fight against inflation.

L. A. Managers Hear Volk

Harry J. Volk, vice-president in charge of the western home office of Prudential, addressed the first fall meeting of Life Insurance Manager Assn. of Los Angeles on "Associated in-Group Donors." He is chairman of the group of civic leaders that originated the organization, with the purpose of bringing under one campaign all efforts to secure funds for relief purposes.

Occidental Veterans Elect

The Quarter Century Club of Occidental Life of California has elected Leo Dowling, associate manager of the life underwriting department, president. The new vice-president is Charles E. Cleeton, general agent at Los Angeles, and N. T. Bogart, agency accounting department, is secretary.

Hope for Hope Appearance

Hope has revived for an appearance by Bob Hope at the National Assn. of Life Underwriters convention in Los Angeles. The original program had to be canceled but the committee working on the convention is hoping for an appearance by the comedian during the entertainment planned for the evening of the president's ball next Thursday.

Servies to Jefferson Nat'l

Ollie L. Servies has been appointed comptroller of Jefferson National Life. He is a graduate of Wabash College and has been chief accountant and office manager of Fidelity Life of Fulton, Ill., for the past eight years. Before that he was comptroller of Ben Hur Life.

Morse Zone Meeting Chief

Joe D. Morse, president of Home State Life, has been appointed general chairman for the zone 5 meeting of National Assn. of Insurance Commissioners at Oklahoma City Oct. 18-19. Zone 5 includes Oklahoma, Texas, Nebraska, Wyoming, Kansas, New Mexico, Arkansas and Colorado.

THE
**POLIO
PROTECTION
Plus!**

FILL IN
AND MAIL
TODAY

**MORE INTERVIEWS!
Brings MORE SALES!
MORE INCOME!**

FOR THE MODERN WOODMEN AGENT

When you sell Modern Woodmen insurance you offer THE POLIO PROTECTION PLUS at no extra cost. With the Polio Protection Plus, those insured by Modern Woodmen automatically receive:

- Immediate payment of \$250.00 when polio strikes
- Payment of an additional \$250.00 if the attack results in crippling after-effects or in death.
- Both at no extra cost

More interviews, more sales, more income can be expected when you offer the benefits of The Polio Protection Plan—a real door-opener for Modern Woodmen agents.

(Choice territory and attractive contracts for agents)

MODERN WOODMEN OF AMERICA, Rock Island, Illinois
Please furnish me complete information about
Modern Woodmen's Polio Protection Plus plan.

NAME
ADDRESS
CITY STATE

Offensive Shift Will Stop Government

(CONTINUED FROM PAGE 1)

vate insurance must show the public that the kind of security it offers is the best obtainable.

"We must make a determined effort to give the public what it wants, and that, of course is Rule No. 1 in any-

body's public relations hand-book," he said. "We must not take the attitude that a given hazard is not an insurable risk because it has not been insured before. We must, if we are to survive, be willing to experiment. We will throw reasonable safeguards around the experiment, of course, because that is the heart and soul of insurance, but we must try to make it appear to the public that we are giving their wants the old college try."

Mr. Randall said he is firmly convinced that what public dissatisfaction there is with the insurance business is often a question of misunderstanding. It is therefore of paramount importance that the business go all out in an effort to explain insurance to the public. It may take a considerable amount of time and an extended explanation to assist the assured in comprehending the scope of the contract and the relationship of the premium to the coverage afforded, he said. One bad claim settlement can do enough harm to offset a thousand satisfactory settlements. He said that while the number of complaints compared to the number of claims is really very small, it is his belief that in most instances the complaints arise through misunderstanding, and a neglected misunderstanding causes bad public relations.

ous ways, Mr. Ayer believes that the greatest effect on public opinion comes from the manner in which the claims representative handles himself. There is nothing, he observed, that creates as much good will for insurance as a claim that is well and speedily handled. He indicated that the proper telling of this story will do much to improve public relations.

Patience and tolerance was recommended by Mr. Ayer as the proper basis in contacts between the claim man and claimant. What is a familiar problem to the claim men, he said, is inevitably distressing as well as strange and complex to the claimant. Whenever it is necessary to postpone or deny a claim, Mr. Ayer emphasized that the claim man should go to every extent to furnish a complete explanation as well as all reasons for the postponement or denial.

Mr. Ayer reported that during the year the association reestablished the war claims liaison committee of the last war under the name of service claims liaison committee. In cooperation with all branches of the service, the committee compiled and is distributing a manual of procedure for service death claims.

Cites Toxicologist's Importance

Dr. Alexander O. Gettler, toxicologist to the chief medical examiner of New York City spoke on "Chemistry Focused on Causal Relationship in Insurance Claims." Dr. Gettler discussed the importance of a well-equipped toxicological laboratory and the necessity of an experienced staff in determining the true cause of death. He discussed alcoholic intoxication and accidental deaths; analysis for carbon monoxide in the blood to decide between accidental, suicidal and homicidal deaths; the so-called chronic carbon monoxide poisoning and claim for disability; chemical analysis of bodies found in rivers, lakes, bathtubs, etc., to determine whether death was due to drowning or not and whether it was suicidal or accidental; analysis for sleeping drugs to indicate suicide, homicide or accident; chronic lead poisoning claims; erroneous so-called expert testimony; cases of poisoning in which the victim might have been saved but died because of lack of toxicological knowledge on the part of the attending physician; and the lack of toxicological knowledge among the average county physician or coroner.

Eugene M. Thoré, general counsel of Life Insurance Assn. of America, talked on the Washington situation as it applies to life insurance. He said that claims men can make valuable contributions in the fight against government encroachment; that they are in a position to observe the end result of the insurance function and that improvements in coverages may occur to them and that they must share the responsibility in this situation.

The talk of Vincent V. R. Booth, counsel of New England Mutual Life, is reported elsewhere in this issue.

In his address of welcome, Commissioner Gaffney of New Jersey expressed the belief that claims men generally are doing a conscientious, honest and efficient job, as indicated by the fact that the majority of complaints received by the New Jersey department are due to the insured's not having read his policy rather than to any fault on the part of the insurer. He said that in his judgment, it should be standard practice for claims men to resolve every honest, reasonable doubt as to the legitimacy of a claim in favor of the claimant, for by doing so the insurance business will continue to merit the confidence of the public.

Mr. Gaffney said there are a few complaints that suggest that some claims men conceive it to be a duty to defer action as long as possible, apparently in the hope of obtaining evidence of a history of past sickness that will justify the non-payment of a sickness claim. He said such action on the part of a few is dangerous and tends to distort what actually is a healthy picture for it channels a relatively few unfortunate,

but very vocal victims, first to their own state departments, and in the absence of relief there, then to what all too many are growing to regard as the never failing source of paternalistic beneficence, Washington, D. C.

Marsh Nominated for Secretary of N.A.L.U.

(CONTINUED FROM PAGE 1)

Beneficial Life at Salt Lake City and currently a trustee of N.A.L.U.

William H. Zaiser, 63, agent of Prudential at Des Moines.

There are six vacancies to be filled on the board of trustees. Those whose terms expire are Mrs. Bush and Messrs. Currie, Emerick, Garrabrant, Marsh, and Syphus. Except for Mrs. Bush, who was elected last year to fill the remaining year of an unexpired term, they were all elected to the board in 1949.

Mr. Marsh, the committee's nominee for secretary, was in agency management work before becoming general agent for Lincoln National at Washington. He is a past president of the District of Columbia association and national committeeman 1942-49; chairman of the sales congress, publicity and war bonds committees; and chairman of the general agents and managers association.

National Association Activities

In the National association he has served as chairman of the committees on veterans' affairs and field practices; co-chairman of the committee on associations; and has been a member of the committees on national affairs and relations with attorneys; member of the insurance committee of the U. S. Chamber of Commerce, the insurance and traffic committees of the District of Columbia Board of Trade, and secretary-treasurer of the Atlantic Alumni Assn. of the L.I.A.M.A. agency management schools.

The list of nominees may be augmented by nominations from the floor at the meeting of the national council Tuesday. Under the by-laws no nominations can be made after that time. The election takes place Thursday afternoon. Since Mr. Marsh's term as trustee expires at this convention, his election as trustee would involve no need for election of a trustee to fill out an unexpired term.

The list of nominating committee selections was sent out last week with pictures and a brief summary of pertinent information, including candidates' ages, company affiliations, years in the business, and local, state and National association activities.

Spangler Consulting Actuary

Clifford D. Spangler has resigned as chief actuary of the Nebraska department and is opening his own office as consulting actuary at Lincoln.

He has been actuary at Nebraska for about eight years and has taken an active part in N.A.I.C. affairs. He has been a member of blanks committee for five years and has served on many of its subcommittees, including those which devised the new forms of annual statements for life insurance companies and for fire and casualty companies.

Before going with the department, Mr. Spangler was for 17 years an instructor in insurance at University of Nebraska. His successor has not yet been named.

Uphold Undertaker-Insurance Ban

The Michigan supreme court has upheld constitutionality of a 1949 act divorcing undertaking establishments from connection with burial benefit societies.

Metropolitan Funeral System Assn. of Detroit had attacked validity of the law. The association is headed by a former Negro state senator, Charles C. Diggs. It had been operating under a plan providing that beneficiaries of its policies be given the alternative of a \$250 cash burial benefit or its equivalent in an "all-expense" funeral.

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND CONSULTING ACTUARIES

San Francisco Denver Los Angeles

ILLINOIS

CARL A. TIFFANY & CO. CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6
Telephone FRanklin 2-2633

Harry S. Tressel & Associates

Certified Public Accountants and Actuaries

10 S. La Salle St., Chicago 3, Illinois

Telephone FRanklin 2-4626

Harry S. Tressel, M.A.I.A. Wm. H. Gillette, C.P.A.
H. W. Waffman, F.S.A. H. A. Moscovitch, A.S.A. W. P. Kelly
W. M. Barkhoff, C.P.A. Robert Murray

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis — Omaha

MISSOURI

NELSON and WARREN

Consulting Actuaries
Pension Consultants

ST. LOUIS KANSAS CITY

NEW YORK

Consulting Actuaries

Auditors and Accountants

Wolfe, Corcoran and Linder

110 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN CONSULTING ACTUARY

ASSOCIATE
E. P. Higgins

THE BOURSE PHILADELPHIA

VIRGINIA & GEORGIA

BOWLES, ANDREWS & TOWNE

Consulting Actuaries
Employee Benefit Plans

RICHMOND ATLANTA

SMALL TYPE

Referring to the kidding that the insurance business gets on the radio and otherwise about the clauses in small type, Mr. Randall said that much of this misunderstanding would disappear if policyholders always had explained to them exactly what they were buying.

Another cause of misunderstanding is the modesty of the business.

"Here again government is ahead of us, because politicians are seldom modest," he said. "Too many people look upon insurance as a cold business, represented in the home offices by calculating actuaries and in the field by bumptious salesmen. Few people are aware of the outstanding work the insurance companies have done in the conservation of life and property. We need to capitalize on the fact that almost everybody appreciates the need for such efforts and the public would appreciate us more if our efforts were better known."

Advertising Neglected

Because insurers can talk to thousands and even millions at a time through advertising, it is important to make use of this powerful weapon, which he said the industry generally has overlooked.

Mr. Randall said that one reason why in spite of the magnificent job insurance has done it is not appreciated by the public as much as it should be is that it has lagged behind other business generally in explaining how it fits into the American scheme of things. Also, it has not always packaged its product in the most attractive way. "G.I. insurance" and "crop insurance" are homely terms that are easy to understand and "social security" is a very alluring term, he pointed out.

"Contrast them with terms like 'single premium deferred instalment refund annuity,' 'term expectancy,' 'retirement endowment,' 'use and occupancy,' 'leasehold interest' and a host of other complex terms," he said.

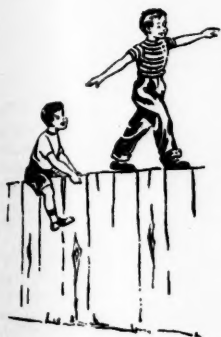
Ayers' Report

A suggestion that companies use case histories of claims in advertising and annual reports to educate policyholders and the general public as to exactly what the claims representative stands for and what his function is, was presented by John Ayer, assistant secretary of New England Mutual Life, in his presidential report.

Even though companies spend thousands of dollars for advertising in vari-

FIDELITY

A WELL-BALANCED COMPANY



balance improves performance

From childhood's earliest moments... balance is essential to progress.

So, too, in a life insurance company, continuous achievement is aided by a favorable balance of past history, present progress, and future plans.

Fidelity is a well-balanced company.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



Complete- personal insurance service!

- | | |
|--|--|
| <input checked="" type="checkbox"/> Life | <input checked="" type="checkbox"/> Group |
| <input checked="" type="checkbox"/> Health | <input checked="" type="checkbox"/> Salary Savings |
| <input checked="" type="checkbox"/> Accident | <input checked="" type="checkbox"/> Franchise |
| <input checked="" type="checkbox"/> Hospitalization | <input checked="" type="checkbox"/> Wholesale |
| <input checked="" type="checkbox"/> Medical and Surgical Reimbursement | <input checked="" type="checkbox"/> Brokerage |
| | <input checked="" type="checkbox"/> Reinsurance |

Registered Life Protection

Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$335,000,000.00

THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa.

NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President

Home Office: Northern Life Tower
Seattle, Washington

LIFE * ACCIDENT * HEALTH

Issued together at a substantial saving,
or separately



NEW HORIZONS

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonus on Quality Business.
4. Personalized Home Office Service.
5. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: E. DUDLEY COLHOUN, Director of Agencies.

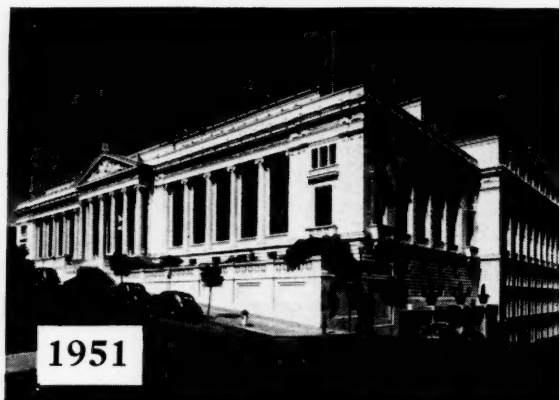
Shenandoah Life INSURANCE COMPANY, INC.

ROANOKE, VIRGINIA * PAUL C. BUTLER, PRESIDENT

1901-1951



1901



1951

FIFTIETH ANNIVERSARY of Metropolitan's Pacific Coast Head Office

ON SEPTEMBER 16, 1901, the Metropolitan Life Insurance Company opened its Pacific Coast Head Office on California Street in San Francisco at the site of the present Insurance Exchange Building. On a wall in that office hung a hand-lettered sign that read: "The Metropolitan is here to stay."

Today, an outstanding organization of 3,198 people, constituting the Head Office and Field Force, occupies the handsome Pacific Coast Head Office building and gives proof that Metropolitan *has stayed*—and that it has shared in the progress and growth of the West.

Actually, Metropolitan has done far more than merely "share" in the tremendous advance of the Pacific Coast and Mountain States. It has striven constantly to further that advance.

Part of the Company's contribution may be measured in terms of payments from the Pacific Coast Head Office to Western policyholders and their beneficiaries. In the fifty years from 1901 to 1951 Metropolitan has paid out the sum of \$840 million to the people of this region. This money has helped thousands and thousands of families through periods of readjustment. In addition, it has helped to educate children, to start businesses, and has provided retirement incomes for the aged.

As the West has developed, insurance funds have been a steady source of needed capital through investments. Homes have been erected by the thousands, and the development of many industries has been hastened.

Today, in many a section and major industry in the West, the Metropolitan is providing working capital. At the end of 1950 Metropolitan had investments totaling more than \$328 million in the bonds and stocks of railroads, public utilities, industries, and miscellaneous companies in the Pacific Coast territory. City mortgage loans amounted to more than \$232 million in addition.

Through the years Metropolitan has been actively interested in furthering better health and longer life. In the Pacific Coast territory, the death rate in 1924 from all causes was 738.1 per 100,000 Industrial policyholders. By 1950 the rate had dropped more than one-third to 474.9. Thus there were about 5,000 fewer deaths among Metropolitan Industrial policyholders in 1950 in the West than there would have been had the 1924 rate prevailed in that year!

The Company has cooperated with public and private agencies engaged in putting medical knowledge to work for the common good, as well as conducting its own health program which uses pamphlets, films, posters, exhibits, and magazine and radio advertising to educate the public on health subjects.

Metropolitan completes its first half century in the West with a pledge that the Company's services to this area will continue to expand and develop through the years ahead. Metropolitan has prepared a special anniversary booklet which tells of the growth and progress of the Company, and of the area which it serves. If you would like to have a free copy of this booklet, simply write to Metropolitan and it will be mailed to you without charge.

A copy of this advertisement is also appearing in all daily newspapers of those cities where Metropolitan's Pacific Coast Head Office maintains a District Office.

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)

HOME OFFICE: 1 MADISON AVENUE, NEW YORK 10, NEW YORK
PACIFIC COAST HEAD OFFICE: 600 STOCKTON STREET, SAN FRANCISCO 20, CAL.